

# SIMPLE PROJECT BRIEF TEMPLATE

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PROJECT TITLE			
CLIENT NAME			
PROJECT MANAGER			
POINT OF CONTACT NAME		PHONE	
EMAIL		MAILING ADDRESS	

<b>PURPOSE</b> Identify how your content strategy will support your company's mission.	
<b>GOALS</b> A summary of the SMART goals for your content strategy.	
<b>AUDIENCE</b> List the persona(s) your strategy will address.	
<b>STORY</b> The overall theme or message for your content, including the unique value of your project.	
<b>TEAM</b> List the project leader, contributors, creators, and other key stakeholders.	
<b>BUDGET</b> Outline the expense for this project, and when expenses are expected by week, month, quarter, or year.	
<b>TIMEFRAME</b> Specify key dates and deadlines for deliverables. Also, include any timeframe for evaluating the metrics of this project.	
<b>COMMENTS</b>	

## **DISCLAIMER**

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