

# *JAB Studios*

Article

Creative Brief

**Please complete the following form and email it back to me at [julie@julieabarnes.com](mailto:julie@julieabarnes.com)**

1. What type of article do you need written?
2. What is the topic to be written about?
3. What is the estimated page count/word count for the project?
4. What is your goal/objective for this project (e.g. sales, brand awareness, lead generation, etc.)?
5. What are the most important things to know about the topic, product, service, or company these materials will focus on?
6. Who is the target audience for this article?

7. What voice and tone would you like to see in these materials?

8. What is the deadline for your project?

9. Is there anything else I should know?