

JAB Studios

Interview Creative Brief

Please complete the following form and email it back to me at julie@julieabarnes.com

1. Who do you need interviewed? (List name, phone number, and email address.) (Note: Interview will be completed by email.)
2. What is your goal/objective for this interview (e.g. sales, brand awareness, lead generation, etc.)?
3. What are the most important things to know about the person to be interviewed?
4. Who is the target audience for this project?
5. What is the deadline for the project?

6. Is there anything else I should know?