

**NEW CLIENT BRIEFING FORM**

**Please provide as much detail as possible**

|  |  |
| --- | --- |
| **Type of communication and topic**  Eg. Series of blog articles, whitepaper, social media posts |  |
| **Frequency**  Eg. One-off, monthly, quarterly, annually |  |
| **Target audience**  Eg. Existing clients, new customers |  |
| **Aim of communication**  Eg. Generate prospects, demonstrate expertise, convert prospects to customers |  |
| **Distribution plan**  Eg. Post on website, social media, distribute via newsletter |  |
| **Length**  Eg. Number of words or pages |  |
| **Deadline**  Eg. When work is due, or final publication date |  |
| **Budget**  Eg. For entire project, or writing component |  |

**Please email to** [michelle@michellebowes.com.au](mailto:michelle@michellebowes.com.au).

**By returning this form you agree to be subscribed to our mailing list. You can unsubscribe at any time.**

**Upon receipt, I’ll review the details of your project and contact you with a quote within 48 hours.**