How to Outsource *Creative* Content Production

HubSpot | fiverr.

Contents

1. Introduction

With the new year come new goals, whether you're looking to break that sales record, or perhaps scale or expand your business. Or maybe you're launching a new product or gearing up to get that high-profile client who'll take your business to the next level. You might even be looking to solidify your status as a brand leader or establish a new brand image.

Whatever your goals may be, there's one constant – **you need to get people's attention**. No matter how great your product or service is, you need to entice potential customers by making your brand and your product memorable.

In addition to creating buzz about your business through social media campaigns and local events, the single best way to **establish your brand leadership is by solidifying your online presence through creative content**. Creative content is an umbrella term that encompasses the various forms of multimedia that should form the core of your online marketing strategy. Creative content, in short, is every piece of content that creatively conveys your message and tells your story to prospective customers.

Creative content could include **written content** like blogs, social media posts, eBooks, whitepapers, and newsletters, **video content** like recorded videos, animations, and live webinars, graphics like social media posts and infographics, audio content like podcasts, and more.

> Creative content, in short, is every piece of content that creatively conveys your message and tells your story to prospective customers.

For example, *Fiverr's* **freelancers offer gigs in all of the content types mentioned here and more**. We have design experts who specialize in everything from logo design to flyers, digital marketing experts who will help you craft social media campaigns, email campaigns, and more, video experts who can help you edit a recorded video or who can create animated explainer videos for your brand, and much more.

However, before you start creating or even planning to create content, there are certain questions you need to ask yourself:

- **What goals do you want to achieve with your content?**

- **Who do you want to reach (i.e. who is your target audience)?**

- **What kind of content do you want to use for your brand? If you're already putting out content, why are you using that specific type of content?**

- **What content channels should you leverage for the best results?**

- **Who can create each type of content for you?**

It's important to have answers to these questions because **different businesses benefit from different types of content and different channels**. For example, a B2B software company would need a blog, whitepapers, and case studies, and the channel they might benefit most from would be LinkedIn. On the other hand, a baby-products brand may be better off publishing blogs, graphics, and videos on a platform where new mothers are likely to spend their time, such as Facebook.

But content doesn't need to be scary or overwhelming. **You need a strong strategy and great content to reach your business goals**, so we've got your back. We've put together a guide that'll help you take your content creation to the next level, and we've curated some templates and solutions to help you get on the right track.

2. The Importance of Content

Before we begin to unpack how to go about creating content, it's important to know why we're even exploring this topic. What is so special about content and why is it a crucial part of your marketing strategy?

Content marketing is important because it helps you **build trust with customers, generate leads, build a loyal customer base, drive conversions, and connect with existing customers**. It is not just an added benefit to your marketing; these days, it's what's expected.

After all, your content is what brings your business and brand in front of potential clients. Useful and valuable content helps you answer your audience's questions, build authority as a business, and gain the trust of your customers. Customers have come to expect **consistent, high-quality content from their favorite brands**. More recently, hyper-personalized content has also started making people feel connected and understood. Such content helps brands form an emotional bond with their customers: both prospective and existing.

> Customers have come to expect consistent, high-quality content from their favorite brands.

Such a bond is important, because rather than just going to a store and picking out what looks best, customers now Google the brands they plan to buy from. Especially in the wake of the 2020 pandemic-induced economic crisis and the move to virtual everything, **customers are now far less likely to access your expertise in person**, and yet are simultaneously more conscious than ever about their purchases. According to an *IBM survey*, 40% of respondents worldwide seek products and services aligned with their values. **They research the product or service, read reviews and content, and check out your website before deciding to spend money on your brand.** They find out about new brands through social media and blogs, and through influencers.

Travel, food, and fashion brands build trust through vibrant social media posts and interesting influencer campaigns. Software companies have become instructors with their how-to videos and guide books. Financial services companies provide apps and resources to help people and businesses meet their financial goals. **With all this competition already out there, online content is now a necessity rather than just a bonus.**
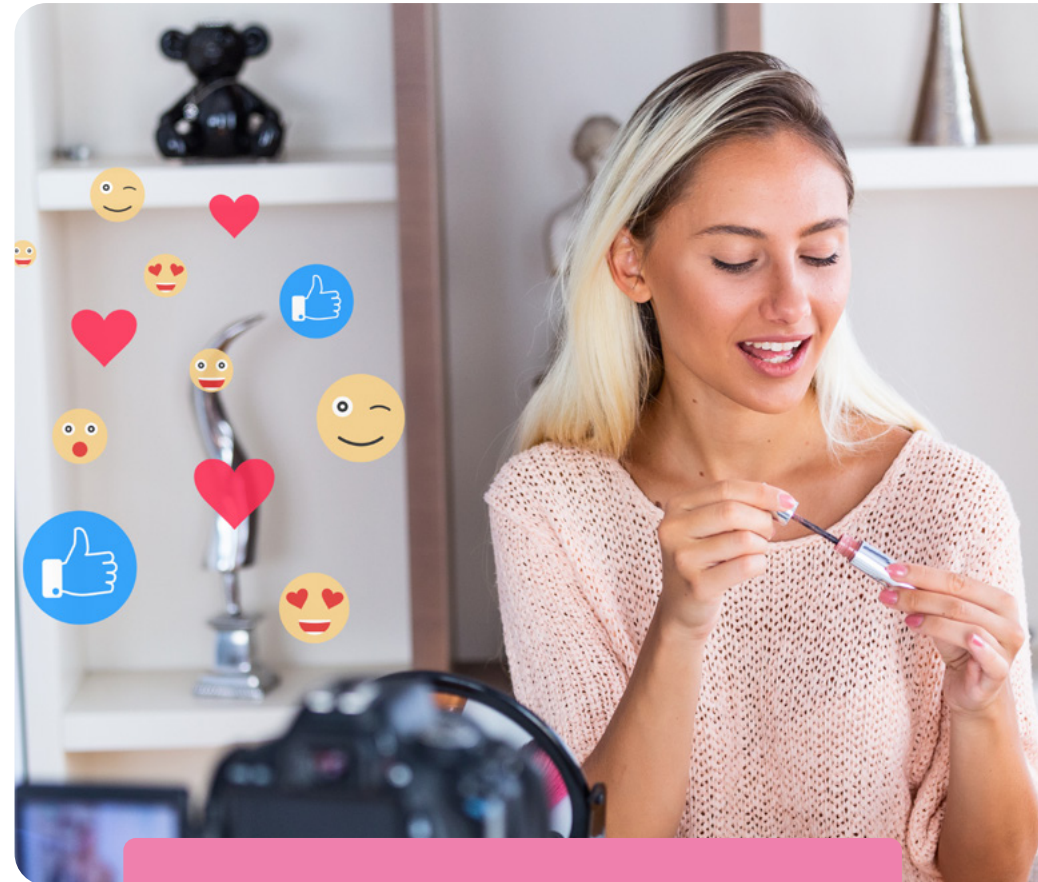
According to an IBM survey, 40% of respondents worldwide seek products and services aligned with their values.

At the same time, content marketing offers proven positive results that can't be ignored:

Consistency counts:
Consistent brand presentation across platforms **increases revenue by 23%**, and **64% of consumers** make a purchase after watching a branded social video. *(Source: Forbes)*

Blog benefits:
Small businesses with blogs achieve **126% more lead growth** than those without blogs. *(Source: Impactplus)*

Content delivers leads:
Content marketing costs 62% less than outbound marketing and generates three times as many leads. *(Source: Demandmetric)*

Quality cuts through:
In 1984, the average person saw about **2000 ads per day.** In 2014, **this number was 5000**, and people had had enough. About **615 million devices now use adblock**, and the only way to reach them is through content marketing - by being helpful rather than promotional. *(Source(s): Media Dynamics, Inc.; PageFair)*

Research needs content:
79% of online shoppers spend **50% of their total shopping time** researching products online. *(Source: HubSpot)*

All these statistics are proof that creating content shows tangible results.

3. Why Outsource Content Creation?

Now that you've understood the importance of content in your marketing strategy, the next step is to figure out how to go about creating the content. Should you hire full-time content creators or should you outsource content creation to freelancers or an agency?

Let's take a look at some of the advantages and disadvantages of in-house and external content creation.

Advantages and Disadvantages of In-House Content Creation:

Advantages:

- **Industry knowledge:** Your employees know your business best. They intuitively know your industry and the products or services you sell, and they understand your client base and their needs intimately. This enables you to tap into the specialist knowledge of your employees and produce content that's both reliable and informative.

- **Cost management:** Using In-house creators on a fixed salary can be helpful for cost visibility and project budgeting.

- **Independence:** Opting for in-house content creation ensures that you're always in the loop about your latest content projects. You also don't have to worry about agencies or freelancers suddenly raising their rates or leaving work without notice.

- **Culture fit:** Your employees can be far more invested in your business and its success than an outsourced partner. Incentives are naturally aligned for optimal results, and you don't have to invest time onboarding them and ensuring culture fit.

Disadvantages:

- **High cost:** In-house content creators need to be paid a base salary with benefits and payroll tax, with additional costs like rent, software and hardware for them to work on, training, and more. This often makes outsourcing the cheaper option.

- **Expertise:** It's not realistic that your employees are always going to have the skills you need, especially given the speed at which creative content is evolving. Hiring experts in every form of content, such as graphic design or search engine optimization (SEO), would lead to incredibly high spending; this can be avoided when you outsource.

- **Time consuming:** Content creation is a time-consuming process. If you don't have the budget for a dedicated team of in-house creators, it could deviate the focus of your employees from other important tasks, such as closing sales and chasing leads.

- **Flexibility:** Content trends change regularly and experimentation is always needed to figure out what types of content work best for your business. With an in-house team of creators who have experience in only certain types of content, you may not have the flexibility for such experimentation.

In a nutshell, having an in-house content creator or team is a good option if you're a large company with the budget required to pay a team for full-time content creation. If not, outsourcing might well be the better option.

Advantages and Disadvantages of Outsourced Content Creation:

Advantages:

- **Expertise in the field:** Good content is not just about promoting your product or service – it's about engaging customers in ways that inspire them, letting them get to know you, and giving them such a memorable experience that they remember your brand. An external content creator is more likely to have the experience and expertise needed to provide your customers with an immersive experience.

- **Less time-consuming:** Hiring an in-house writer takes time – it involves several steps, including placing a job ad, sifting through resumes and cover letters, interviewing candidates, and onboarding a new employee/ onboarding new employees. Outsourcing your content is much quicker – all you have to do is go to a platform like Fiverr, find a freelancer to suit your needs, and book a gig with them.

- **Lower costs:** The average salary for a full-time content creator in the UK is about £11 per hour. If this writer works on-site, you will also have to factor in the cost of IT support, equipment, training, benefits, and all the overheads that come with an extra employee. A team of content creators would cost even more. If you outsource your content needs instead, you pay only for the content you order and nothing else.

- **Flexibility:** Content needs keep changing regularly. You might want to experiment with new forms of content from time to time, to keep up with changing content trends. This flexibility can be challenging for an in-house team. When you outsource your content needs to freelancers or even an agency, you can hire creators for a number of different content types, such as audio, graphic design, animation, video, and more.

- **Fresh ideas:** As a business, it's easy to get into a predictable cycle when it comes to content ideas. When you outsource your content needs to new writers, you also bring their fresh perspectives and unique experiences to the table, which can be incredibly beneficial.

- **Quicker and more efficient content creation:** Freelancers are paid per project, so it's in their best interest to work as quickly and efficiently as they can. An in-house, salaried writer has no such incentive, as they receive the same pay no matter how much content they produce.

- **Wider reach and higher ROI:** Freelancers are usually experts in using content to get more leads. You can take advantage of this knowledge when you hire them to help you get more online traffic, a more engaged audience, and more leads.

- **Payment security:** Fiverr also ensures payment security, quality, and great customer service to make your interaction with the freelancers smooth and easy.

Disadvantages:

- **Too many options:** It can be difficult to find and choose a great creator who suits your needs perfectly. Luckily, this issue can now be easily circumvented with Fiverr Pro: a set of high-quality freelancers personally vetted by the Fiverr team, who are guaranteed to provide an excellent service that exceeds your expectations and gets you the results you're looking for.

- **Less knowledge about your company:** It is usually your job to bring an external content creator up to speed about your products or services, industry, and client base, and failure to do so can lead to a mismatch in the messaging, which could harm your marketing. Fortunately, if you create a thorough brief for them, using the instructions in the next section and our briefing templates, this won't be an issue.

- **Privacy problems may occur:** You might need to share sensitive company information with these creators to ensure the best possible content, and without proper paperwork, your information could remain unprotected as the freelancers are not part of your company. However, hiring freelancers through Fiverr takes care of this. With our contract templates and the other security measures provided on the platform, your information can be protected and secure.

However, there are times when it's best not to hire a freelancer. For example, creating a marketing plan is probably best done in-house. While the content plan can then be outsourced, it's best if the overall marketing plan is made by people who know your business and target audience very well. Similarly, certain types of content, like that which involves thought leadership, cannot be created without the unique insights of your company's leaders. When it comes to most other types of content, however, it's usually easier and more cost-effective to outsource.

In fact, according to Fiverr Branding Expert Helen Gunn, who has a proven record in helping businesses boost their brand, "**It's impossible to be truly agile without freelance support**. It allows us to harness a whole ecosystem of skills that even if we have in-house, might not be available when we need them. Beyond the benefits of speed and efficiency, outsourcing is an amazing way to benefit from the creativity and brilliance of a diverse pool of freelancers. In short, it's how we lift our game".

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4. Get Ready

Great freelancing relationships benefit from **clear and frequent communication**. Sharing brand guidelines and tone of voice, along with goals for your content projects, is a good start to help your freelancer get up to speed. Experienced freelancers can also be a great resource for soundboarding ideas and brainstorming great content.

You're also going to need a **good strong brief**. A content brief is more than just a one-line instruction and a list of keywords. Rather, it aims to make your content needs as clear as possible to the freelancer, so that the content exactly aligns with the message your business is trying to convey.

If you're still confused and think this is a lot of work, don't worry - we've got you covered. Just make sure to include the points mentioned below on your brief, or use a **Fiverr briefing template** to make your job easier.

> **Sharing brand guidelines and tone of voice, along with goals for your content projects, is a good start to help your freelancer get up to speed.**

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A good brief must include the following:

The Objective

Your freelancer needs to know what you're hoping to achieve with the content. **By telling them the objective, you're allowing them to see your "vision"** for what they're working on. Your content goals will affect the freelancer's approach to the content creation. Having a clearly articulated vision is also good practice, as it reassures the freelancer that what they're doing is valuable to your business.

To set an objective for your content, it helps to answer questions like:

> **As you can see, then, it's important that you provide as much detail about the objectives behind your content as possible.**

- **Why did you decide to create this content? What role and purpose will it serve? Will it be used by the CEO to show thought-leadership, or do you wish to answer a specific audience question with it?**

- **What actions do you hope to drive with the content? Do you want your audience to buy your product immediately after seeing your content? Or do you want them to download a report or sign up for your email newsletter?**

- **What message do you wish to convey with the content?**

If, for example, you want to convey thought-leadership with your content, the freelancer might want to keep the tone fairly formal, citing industry-relevant sources. If you want your reader to buy immediately, the freelancer would need to be far more persuasive than if your goal was merely to increase traffic to your website.

The Target Audience

Every piece of content you put out as a business should have your specific target audience in mind. This is truest in today's marketing environment, where customers have come to expect personalized communications. If you don't have your ideal customer defined yet, then create a buyer persona detailing everything possible about them. From what they do to who they are, the persona should include every possible detail, but especially their pain points and desires.

If you have a buyer persona ready, attach it to your content brief. **Don't make your freelancer guess who your buyers are**. Be as specific as possible about your audience, even if you think such information is implicit. The more specific and detailed you are, the better your freelancer can tailor content to your audience's needs. **This invariably helps in generating leads and conversions**, because when deciding to buy a product or service, people are naturally drawn to businesses that understand their pain and speak their language.

Tone of Voice and Style

It's essential that your content is consistent with your brand image and your customers' values

This is where tone of voice comes in. For everything from written articles to graphics, the image you wish to project defines the type of content that's published. For example, if you run a hospital, your tone should probably be empathetic, professional, and confident. In contrast, if you're selling toys to 10-year-olds, you probably want content that is playful and informal.

For a freelancer working on a variety of projects for different clients, **knowing the appropriate tone for your brand is essential**.

If you have a style guide or a tone of voice document, send this to your freelancer, but make sure to also include a few lines about tone in your brief so that the freelancer can easily refer to it. Should the content be formal? If so, should it be friendly or professional? If it's informal, is it acceptable to use colloquial language? Should it be entertaining, playful and humorous, or educational? Or should it stir your audience's emotions and make them cry?

With guidelines about the tone of voice, you could also send examples of your own content or content from other brands that matches the tone you're looking for. Such examples would help the freelancer get a better understanding of what is expected.

This is as important for video and other visual content as it is for written content. However, if you are commissioning graphics, animation, or some other form of visual content, make sure to include information about your brand's color palette and typography in addition to tone of voice. If you have any past or competitor content that captures the tone you need, you could provide that to the freelancer, as a sample.

Miscellaneous Project-Specific Information

This information will vary depending on the kind of content you need and the outcomes you expect from it. Some points to include are:

The type of content: Is it written content or visual content? If it's written content, is it a blog post, an email campaign, a landing page, an eBook, or a whitepaper, or something else? If it's visual content, is it graphics for a social media post, a script for a video sales letter, a presentation for a live webinar, or something else?

- **Content length: If it's written content, how many words or pages should it be? If it's a video, a podcast, or an animation, what should its length be?**

- **The place of publication: Will the content be published on your blog, a local magazine, or a website? Or is it meant for social media or a live webinar?**

- **Any specific products or services you want mentioned in the content.**

- **Any keywords your freelancer should target (especially if it's written content).**

- **Calls to action that you'd like to include: specify where they should be located, their frequency, and their wording (if you have a preference).**

- **Any links you want the freelancer to include.**

- **If applicable, the names and contact details of any interview subjects you want the freelancer to approach for insights and/or quotes.**

Budget and Major Deadlines

Make sure to mention your budget for the project in the brief. This will help keep your expectations clear from the beginning, and **ensure that the freelancer knows what kind of payment to expect**.

Also **include any major deadlines you have**. For example, you might want the creator to send you an outline or an initial draft before working on the final version of the content. Once you approve the initial draft, you might have a specific date in mind for them to submit a final draft. That draft might also go through a couple of rounds of edits before it finally gets published. To ensure a smooth process, make sure you have specific deadlines for each step so that the content gets published as planned.

If you'd like a helping hand, check out the Fiverr briefing templates below!

Useful Resources

Along with everything above, your brief should also include any extra resources you would like to provide to the freelancer so that they can better help you. These resources might include things like:

- **A background reading guide with links to research, reports, or sources that will help them.**

- **Figures and statistics for inclusion (if applicable).**

- **Sample content that might help the creator. This could be similar content you've published that showed tangible results or competitor content you admire. This will show the creator what standard you're looking for. You could even include other examples of content you like and don't like, giving specific reasons for your opinions.**

- **If you're working with the freelancer for the first time, it also helps to let them know the best way to contact you. It might help both you and the freelancer if you mention dates or times when you're not available.**

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5. How to Find the Right Freelancer

Before we look at how and where you can find the right freelancer for your content needs, you need to first determine what's best for you – a freelancer or a content agency.

Working with a Freelancer

Freelancers are usually experienced professionals in a particular niche or type of content. They typically have high levels of expertise in the type of content you want, making them perfect for the job. They are also usually **flexible and adaptable and can build their schedule around your needs and priorities**. They can travel to your office and operate outside of normal working hours, which could be highly beneficial if you need a rush assignment or urgent edits. And, perhaps most importantly, **freelancers cost much less to hire than professional agencies**. However, this is subjective, and if your content needs are varied, hiring a large number of freelancers can run up a large tab.

Hiring freelancers can come with limitations. You usually hire a freelancer with a specific task in mind, but unexpected changes or modifications to your project may leave you at a disadvantage. While freelancers can usually accommodate limited changes, regular unexpected or drastic changes are better handled by a multidisciplinary team of professionals. Another drawback with freelancers is that they are lone individuals, and unexpected issues such as sickness or family emergencies can result in an unfinished or delayed project.

Working with an Agency

The **biggest advantage of using an agency versus a single freelancer is that an agency is a team of professionals**, well-equipped to handle all of your content creation and marketing needs. From written content to animated videos, multi-functional agencies have got you covered. Since they are a team of experienced professionals working in different verticals, they can also provide valuable marketing insights to your business.

Of course, all these advantages are eclipsed if you don't have the budget to hire an agency. Digital agencies usually charge about **30% higher than individual freelancers**, and you need a hefty budget to hire one.

The bottom line is that if you have a specific project in mind that requires the expertise of a single person, or if you have a lower content budget, it's best to hire a freelancer. However, if you're a large company with a high budget and varied content needs, **an agency might be the best choice for you**.

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How to Find the Right Freelancer

If freelancers are what you need, here's how to find one who will be a perfect fit for your business and your content needs.

Before you start looking for freelancers, it's important to know what you're looking for. If you have your freelancer brief ready, you're already halfway there. But if you don't, you need to do some background work.

First, you need to make your objectives as clear as possible.

It is vital that you know what you hope to achieve with every piece of content, but that's not all. Clear objectives make it easier to find a freelancer. You can look for people with experience in helping other clients achieve similar objectives. Depending on what you hope to achieve and the type of content you need, you can start looking for specialists or experts in the type of content you need, or someone with expertise in your industry.

> Before you start looking for freelancers, it's important to know what you're looking for.

Once you know exactly what you're looking for from a freelancer, you can start looking for them on Fiverr using relevant search terms.

Make sure to read the gig descriptions thoroughly. Once you do, **come up with a shortlist of freelancers who seem suitable**, based on their expertise and your budget. To further vet them and choose the right freelancer, you can ask for work samples and testimonials. These will give you an idea of their quality of work, any results they've helped produce in the past, and also what it's like to work with them.

If you're looking for **professionals or experts and you're willing to pay more for quality content**, consider taking a look at our Fiver Pro freelancers. The Fiverr team personally vets each freelancer on the Pro team to ensure that they exceed your expectations. **Only 1% of applicants pass our rigorous application process to earn Pro status**, ensuring that every Pro you connect with provides the best possible service at the highest quality. You can identify our Pros through the **"Pro Verified" badge on their gig**, or simply browse for Pros on the *Fiverr Pro page*.

Once you choose your freelancer and book the gig, it's important to manage expectations.

Set up a proper communication schedule and decide on the best times to contact each other, and also set time limits on replies. For example, depending on the urgency of your project, you could decide that you will expect updates every few days or every week, and that they can expect you to reply to any queries within 24 hours. This kind of communication management helps set healthy boundaries and also ensures a smoother working relationship.

> If you're looking for professionals or experts and you're willing to pay more for quality content, consider taking a look at our Fiverr Pro freelancers.

6. Acceptance Processes & Loops

Once you've chosen your freelancer, it's time to manage them and ensure that they **provide you with the best content possible**. When hiring a freelancer, you need to take care of administrative aspects:

- **A freelancer contract**
- **Communication**
- **Payment methods**

After you hire your freelancer, you need to keep in touch with them:

- **Provide regular feedback**
- **Answer any queries that come up**
- **Keep track of the project's progress**

Strong communication and a collaborative environment are essential.

If you need more than one type of content created, you'll be managing a whole team of freelancers, rather than just one. Working with a team of freelancers is just like working with any other team; only, this is a virtual team of contract workers rather than employees. **Managing a virtual team isn't the same as working with a team in the office**. Strong communication and a collaborative environment are essential. Both you and your freelancers will benefit from:

- **A clear working and communication schedule**
- **Unambiguous documentation of work**
- **A clear outline of your expectations and priorities**
- **Regular updates or follow-ups**

Such strong collaboration requires tools.

Content Creation Tools

One of the most popular tools for collaborating on content is Google Drive, where shared folders, docs, and other file types can be simultaneously worked on. You can leave comments on documents for freelancers to work on, and changes to the content can be accessed by anyone, at any stage. Other such tools include Microsoft SharePoint, Dropbox Paper, and Adobe Spark.

Project Management Tools

Trello is a popular collaboration and project management tool, which is like a digital system of post-it notes that can be updated as each stage of the project is completed. Asana offers a similar platform for multi-user project management.

You can leave comments on documents for freelancers to work on, and changes to the content can be accessed by anyone, at any stage

You need to communicate with your freelancers on a host of administrative tasks and documentation work before and after the actual content creation process, including contracts and agreements, billing and invoicing, and payments. Businesses therefore usually end up using multiple collaborative and administrative tools to manage their freelancers. This can become a bit of a hassle.

Content collaboration tools are great, but it can be useful to have a tool that helps with outsourcing too.If you are managing projects that use freelancers, and working across teams, then look no further than *Fiverr Business*. Designed to help teams collaborate and manage projects, you can group orders under specific projects, as well as manage budget and reporting.

And that's not all. Additional benefits to Fiverr Business include:

- **Access to a freelancer supply curated using Fiverr's AI tools and handpicked by Fiverr customer success managers for an added level of quality assurance.**

- **The ability to create a secret list of trusted freelancers and privately share it with your team members.**

- **The tools to communicate and collaborate seamlessly with both freelancers and in-house team members across Fiverr orders, without leaving the Fiverr environment.**

Feeling inspired yet? The tips above should help guide you to delivering high quality creative content using freelancers. Over to you!

Content Marketing Brief

Describe Your Business

- What services/products do you offer?
- Include links to your website and any other background material that might be helpful
- Keywords that best describe your business (max. 4 words)

Objectives & Goals

- What are your objectives, expectations and goals for content marketing?
- For which step(s) of the customer lifecycle, would you like to implement content marketing?
  - Reach: show people your content to increase brand awareness and make them consider your offer.
  - Act: prompt a person to act, e.g. make a call, download a brochure, subscribe, etc.
  - Convert: improve the rate at which your leads become your customers.
  - Engage: ensure long-term relationships, which means repeat purchases, active clients, and referrals.
- If there are any content marketing activities you did run in-house, please give a rough estimate of the time allocated, also add some examples.

- Texts, hrs/ week:
- Visuals: videos, hrs/ week:
- Ads and paid promotions, hrs/ week:
- Communication (e.g. media or influencer relations), hrs/ week:

- What is the key message of the article/Content?
- What keywords would you like to include (SEO relevant)?
- Do you have a person(s) who can represent your company publicly on media, events, social networks etc.? Is it possible to use this asset (media person) as an official representative for media, to broadcast live on instagram, make public comments on behalf of the company - so the content campaign can include live videos etc.

☐ Yes   ☐ Not yet, but can assign one   ☐ No

Please provide details:

- What's your budget for this content marketing project implementation?
- If you have any initial ideas or/and limitations for content marketing, please provide them:

Target Market

- Who is your target audience?
- What's your target Geo?

Trait A	1	2	3	Trait B
Funny	☐	☐	☐	Serious
Formal	☐	☐	☐	Casual
Respectful	☐	☐	☐	Irreverent
Enthusiastic	☐	☐	☐	Matter-of-fact

- Who are your competitors (provide website links if possible)?

Tone of Voice

- What's your communication style – select your preference for each trait:

Timeframe and Availability

- When do you need the project done by?
- When is the best time to contact you?
- Would you like to have a kick-off call before we begin to work on the project?

  ☐ Yes

- Please provide details for your preferred form of communication (Zoom, Skype, WhatsApp etc.)

Design Brief

Describe Your Company

- Are you a business? ☐ Yes ☐ No
- What services/products do you offer?
- Include links to your website and any other background material that might be helpful
- Keywords that best describe your business (max 4 words)

Objectives & Goals

- What are the main Goals of your business/Service?
- Is this a redesign or a completely new design?
  - ☐ Redesign ☐ New design
- If you have any initial ideas/references for this project, please provide them. You can also include a few examples of designs you don't like (explain what you like or don't like)

Target Audience

- Who is your target audience?

Competition

- Who are your competitors (provide website links if possible)?
- Are you aiming for a similar design or want something completely different?

Tone & Style

- Do you have any prefered color/s?

☐ Red ☐ Orange ☐ Yellow ☐ Lime green
☐ Kelly green ☐ Sky blue ☐ Royal blue ☐ Violet
☐ Pink ☐ Brown ☐ Gray ☐ Black
☐ I would like my designer to choose

Style preferences – select your preference for each trait:

Trait A	1	2	3	4	5	Trait B
Feminine	☐	☐	☐	☐	☐	Masculine
Simple	☐	☐	☐	☐	☐	Complex
Necessity	☐	☐	☐	☐	☐	Luxury
Expensive	☐	☐	☐	☐	☐	Economical
Modern	☐	☐	☐	☐	☐	Classic
Playful	☐	☐	☐	☐	☐	Serious
Sporty	☐	☐	☐	☐	☐	Elegant

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If you have, please attach branding guidelines or add a link to them:

Requirements
- Note your required file format (e.g. JPG, PNG, PSD, AI, PDF):
- Asset dimensions for each design:
- Text to be included in the design (logo, tagline, slogan, address etc.)
- Other special considerations:

Deadline
- When do you need this done by?

Availability
- When is the best time to contact you to receive feedback?
- Where are you located and what is your time zone?