**SIMPLE PROJECT BRIEF TEMPLATE**

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| PROJECT TITLE |   |
| CLIENT NAME |   |
| PROJECT MANAGER |   |
| POINT OF CONTACT NAME |   | PHONE |   |
| EMAIL |   | MAILING ADDRESS |   |
|   |
| **PURPOSE**Identify how your content strategy will support your company’s mission. |   |
| **GOALS** A summary of the SMART goals for your content strategy.  |   |
| **AUDIENCE** List the persona(s) your strategy will address. |   |
| **STORY** The overall theme or message for your content, including the unique value of your project. |   |
| **TEAM**List the project leader, contributors, creators, and other key stakeholders. |   |
| **BUDGET** Outline the expense for this project, and when expenses are expected by week, month, quarter, or year.  |   |
| **TIMEFRAME**Specify key dates and deadlines for deliverables. Also, include any timeframe for evaluating the metrics of this project. |   |
| **COMMENTS** |   |

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