**SAMPLE 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. | Positive Charge wants to be the leading free electric vehicle (EV) / electric car-charging network in the world.  Having completely free electric car-charging stations in as many locations as possible will result in cleaner air, lower carbon footprint, lower cost of driving in communities, serve as a model for other forms of clean transportation, and help communities achieve climate-change goals.   |
| **GOALS** A summary of the SMART goals for your content strategy.  | Positive Charge  provides a solution to the relative "scarcity" of EV charging stations. With an increase in EV charging stations, EV drivers/users will have more charging options. The prevalence of EV charging stations will also entice non-EV users/drivers to switch to EV vehicles, with the following benefits: - cleaner air - lower carbon footprint - lower cost of driving in communities - serve as a model for other forms of clean transportation - help communities achieve climate-change goals. |
| **AUDIENCE** List the persona(s) your strategy will address. | Primarily, we want our audience/customers remember that having completely free electric car-charging stations in as many locations as possible will result in cleaner air, lower carbon footprint, lower cost of driving in communities, serve as a model for other forms of clean transportation, and help communities achieve climate-change goals.   |
| **STORY** The overall theme or message for your content, including the unique value of your project. | We want to change the world -- for the better. We want to be the leading free electric vehicle (EV) / electric car-charging network in the world.  |
| **TEAM**List the project leader, contributors, creators, and other key stakeholders. | The entire Operations team in Monteray (712 employees) + Sales (17 employees) will be utilized in this effort. |
| **BUDGET** Outline the expense for this project, and when expenses are expected by week, month, quarter, or year.  |  (Please see attached spreadsheet of budget breakdown.) |
| **TIMEFRAME**Specify key dates and deadlines for deliverables. Also, include any timeframe for evaluating the metrics of this project. | (Please see attached spreadsheet timeline for project milestones, due-dates, logistics, etc.) |
| **COMMENTS** |   |

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