CLIENT RESOURCES / EVERY SERVICE

Project Checklist

Send the details below in one email or shared folder. Complete what applies to your project.

Business / project

Contact name

- [ ] **Your business and goal**
  Your business name, what you offer and what you want this project to achieve.
- [ ] **Your audience**
  Who you want to reach and what you want them to understand or do next.
- [ ] **Services and channels**
  The content, designs, campaign or website you need, and where it will be used.
- [ ] **Your brand files**
  Your logo, colours, fonts and any brand guidelines or existing materials.
- [ ] **Photos and video**
  The files you want us to use, favourites, required credits and any usage limits.
- [ ] **Copy and key details**
  Products, services, offers, contact details, links and facts that must be included.
- [ ] **Creative direction**
  Visual references, preferred colours and any styles or wording to avoid.
- [ ] **Timing and approval**
  Your target date and the name and contact details of the person approving the work.

Notes or shared folder link