



HOW TO WRITE A KILLER PROJECT BRIEF



INTRODUCTION

Writing a thorough brief for your project is one of the best things you can do to ensure you get the results you need. Most people struggle to get their ideas down on paper which is why they struggle to outsource effectively.

But what should you include in a freelance brief? We have broken it down into the following:

- Project overview
- Project objectives
- Deliverables
- Audience
- Examples
- Timeline
- Budget

PROJECT OVERVIEW

With every project you need to start at the beginning and writing a brief is your chance to set the scene. Why are you starting this project? What's the context for the project?

It's also useful at this point to include some background on your organisation: the who, what, where and why of your business and whatever else might influence the student's approach to your project.

PROJECT OBJECTIVES

This is the place to define exactly what you want the project to achieve. Don't simply write what you hope. Clearly define what you are expecting from the project.

You may want to include deliverables here that have to be achieved in order for you to consider the project to be completed.

The more specific you can make each objective, tied to a particular length of time, the easier it will be to measure the success of the project.

DELIVERABLES

What does the student absolutely have to deliver as part of the project? These are the minimum requirements that will be completed as part of the project, but whatever else comes on top of this will be dependent on time and budget left after this work is finished.

AUDIENCE

Who is the project aimed at? What economic group do they belong in? How old are they? Male or female? Profession?

The more specific you get, the better the student will be able to tailor the project towards that audience.

EXAMPLES

Is there any existing work that you can point people towards? This type of direction can be easier to understand than pages and pages of text describing what you want.

If you can show the student similar work you like. For example, there may be a website or two that you really like and would want the student to achieve a similar site for your company.

Or there might be some company logos and branding that you think would suit your business.

TIMELINE

You'll want to put a timeframe on the project, even if it's a general guide as a minimum. Do you need the project delivered by a certain date? That's the best place to start.

Breaking down the project further into a set of milestones means that you can get work delivered in stages, which helps avoid any big surprises at the end of a large project.

Needless to say, the more time you give to a project, the more bids you will receive and the higher quality the end result will be.

BUDGET

An indication of budget is essential. Even if you're unsure of what budget to give to a project, putting down a ball park figure will allow the student to respond appropriately and discuss how the project could work - or push back if you're estimates are way out.

Even if helps put your mind at ease, ask the freelancer to break down their budgets line by line - accounting for each part of the project. This gives you more detail to work with and makes it easier to ask questions about what they're charging you for each part of the project.

SNEAKY EXTRAS

It's important to know that the brief has been fully read and understood. One of the best ways to know if the student has taken the time to read your brief before sending in their proposal is requesting they start their brief with a random word or phrase. This will quickly help you eliminate the good from the bad.

Negotiation is key, but putting a seriously low budget is silly. We have seen people wanting websites building for £10 which immediately turns off any talent and you won't have anyone to negotiate with.

Talk to the student and see if you can help with anything to either speed up the process or reduce costs. Sometimes something as simple as providing your company structure can save hours of work, and reduce the overall cost.

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