

# SAMPLE PROJECT BRIEF TEMPLATE

Try Smartsheet for FREE

PROJECT TITLE			
CLIENT NAME			
PROJECT MANAGER			
POINT OF CONTACT NAME		PHONE	
EMAIL		MAILING ADDRESS	

<b>PURPOSE</b> Identify how your content strategy will support your company's mission.	
<b>GOALS</b> A summary of the SMART goals for your content strategy.	
<b>AUDIENCE</b> List the persona(s) your strategy will address.	
<b>STORY</b> The overall theme or message for your content, including the unique value of your project.	
<b>TEAM</b> List the project leader, contributors, creators, and other key stakeholders.	
<b>BUDGET</b> Outline the expense for this project, and when expenses are expected by week, month, quarter, or year.	
<b>TIMEFRAME</b> Specify key dates and deadlines for deliverables. Also, include any timeframe for evaluating the metrics of this project.	
<b>COMMENTS</b>	

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.