Creative Brief Builder



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| **Church Name \*** |  |
| **Current Web Site URL** |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Who built your current site?** |  |
| **Your Name** |  |
| **Your Email \*** |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Position \*** |  |
| **Budget range \*** |  |  |  |  |
| **Project overview \*** |  |
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| **Key goals of our new site \*** |  |
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**What is the PRIMARY purpose of your site?**

**What is the SECONDARY purpose of your site?**

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| **If a visitor spends 2 minutes on** |  |
| **your site, what three things (in** |  |
| **order of priority) do you want** |  |
| **them to know?** |  |
| **About our church.** |  |
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