Creative Brief Builder



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

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

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

|  |  |
| --- | --- |
| **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.** |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |