



TEMPLATE

FREE

THE UNIVERSAL BRIEF TEMPLATE

One brief format that works on an agency, a freelancer, or
an AI prompt.

01

THE IDEA

Bad output usually traces back to a bad brief, whoever or whatever received it. The fix is the same six slots every time. Fill them for an agency and you get fewer revision rounds. Fill them for an AI and you get a usable first draft instead of confident filler. Same slots, same reason: the receiver can only work with what you gave them.

1 **GOAL.** What this piece of work must achieve, one sentence, an outcome not an activity.

Strong: "Get 20 qualified enquiries from Perth trades businesses by end of September."

Weak: "Raise awareness."

2 **AUDIENCE.** Who it is for, described the way they would recognise themselves.

Strong: "Owner-operators, 5 to 20 staff, currently doing this job in spreadsheets, sceptical of software."

Weak: "SMBs."

3 **CONSTRAINTS.** Budget, deadline, brand rules, legal lines, things that are already decided and not up for debate.

Strong: "Under \$5k, live by 1 Sep, Australian English, no discounting language, do not mention the old product name."

Weak: "Keep it reasonable."

4 **WHAT DONE LOOKS LIKE.** The deliverable, its format, and how you will judge it. The slot most briefs skip and most disputes come from.

Strong: "A one-page landing page draft in a doc: headline, three sections, one form. Judged on whether a first-time visitor can say what we do in ten seconds."

Weak: "Something we can put up."

5 **REFERENCES.** Two or three examples of the standard, yours or anyone's, with one line each on what to take from them. And one anti-reference: what to avoid.

6 **DEADLINE.** The real date, plus the review step before it. "Draft by the 12th, feedback by the 15th, final by the 19th" prevents the deadline being the first time you see the work.

GOAL: 20 qualified enquiries from Perth trades businesses by end of September.

AUDIENCE: Owner-operators, 5 to 20 staff, doing job management in spreadsheets, time-poor, sceptical of software promises. **CONSTRAINTS:** \$5k ceiling, live by 1

September, Australian English, no jargon, no discount offers. **WHAT DONE LOOKS**

LIKE: A landing page draft in a shared doc: headline, three benefit sections with plain proof, one enquiry form. A stranger should be able to say what we do within ten seconds of landing. **REFERENCES:** [example URL] for tone, [example URL] for layout. Avoid anything resembling [anti-reference], the audience distrusts that style.

DEADLINE: Draft 12 Sep, feedback 15 Sep, final 19 Sep.

Paste the completed brief, then add one line: "Ask me up to three questions before you start if anything is unclear." The questions that come back are a free audit of the brief. If a machine finds the gap, a human contractor would have billed you to find it.

The prompt patterns pack on the resources page carries this and nine other reusable structures.



If you would rather have this done **with** you
than **to** you, this is the work I do.



START A CONVERSATION

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