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| **Writer and contact** | John Emerson [john@jjemerson.com](mailto:john@jjemerson.com) |
| **Your name and contact** |  |
| **Who will I invoice?** |  |
| **Project title** |  |

**Here are 10 questions to brief me on your writing project. This will help clarify our mutual expectations.**

Fill out as much as you can – skip anything not relevant – and email it to [john@jjemerson.com](mailto:john@jjemerson.com).

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| Where will the writing be published? |
| e.g. website, email, feature article, blog, report. |
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| What is your preferred deadline? |
| Even a rough date. |
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| Number of words? |
| Or range? |
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| Who is your target audience? |
| Demographic, gender/s, profession, income, interests, aspirations. Specialised, general public… |
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| --- |
| Who is your target audience? |
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| What is its goal? |
| What would you like the writing to achieve? |
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| What tone of voice would you like? |
| friendly, authoritative, formal, informal etc. |
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| What research will be required? |
| Interviews, web, journals, books? |
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| Will I be supplying any photographs? |
| Or will I be only doing the text? |
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| How will I know if the writing is meeting your goal? |
| Shall I send a sample draft before completion? Wait until done? |
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| Will my byline will be on the work? |
| Will there be a named author? |
|  |

**Email to** [john@jjemerson.com](mailto:john@jjemerson.com)