

Ten Questions - brief

Here are a list of example requests. Use these to prompt the questions you'd ask. Do this a handful of times until you've found a set of common questions you ask for a brief.



"Build me a shed"

"Book me a holiday"

"Make the archives easier to understand."

"Create a new business lead"

"Create a new brand for our product"

Optimise the sales process

"Hire a new recruit for your team"

"Present this month's sales data"

"I need some innovative ideas"

Or write something you've been asked to do recently

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List the questions you'd ask the person giving you the project.



What consistent questions are appearing in this exercise?