

Brief clarity checklist

Does your brief pass the clarity test?

Score your brief: **1** point per  **YES** answer

8-10 = Strong brief

5-7 = Needs work

0-4 = High risk of revisions

Brief clarity audit

1. Target audience is specific

- ✗ young professionals
- ✓ 25-34, urban, \$80k+ income, tech-forward

2. Success is measurable

- ✗ increase brand awareness
- ✓ 15% lift in aided recall among target demo

3. Desired action is clear

- ✗ engage with content
- ✓ sign up for free trial within 7 days

4. Tone/style is defined

- ✗ professional but approachable"
- ✓ direct, data-driven, no jargon, aspirational not corporate

5. Constraints are stated

- ✗ keep it on brand
- ✓ must work in 9:16 format, no voiceover, under 15 seconds

6. Off-limits items listed

- ✗ (nothing specified)
- ✓ no humor, no lifestyle imagery, no competitor mentions

7. Context is provided

- ✗ new product launch
- ✓ entering market dominated by x competitor, price-sensitive audience

8. Approval process is clear

- ✗ will need sign-off
- ✓ CMO approval required, 48hr turnaround, 2 revision rounds budgeted

9. Deliverables are specific

- ✗ social content
- ✓ 3 instagram reels (9:16, 15sec), 5 static posts (1080×1080)

10. Timeline is realistic

- ✗ ASAP
- ✓ First draft may 30, feedback june 2, final june 5

Your score: ___ / 10

8-10: Your brief is clear and actionable

5-7: Fill the gaps before creative starts

0-4: This brief will cause revision cycles

Want to catch these gaps as you write?

Try GudBrief - AI-powered brief coaching

- Real-time feedback as you write
- Prompts for missing details
- Ensures clarity before work begins

First brief free: gudbrief.com

