**Here are 10 key questions and sections of information your need to include in your design brief:**

**Overview of Organisation**

1. **What does your organisation do?** A business that deals in finance will have different design features than one that works in law. You should know what your business does already, so stick it in the brief.

My organisation, Success InSight, coaches, teaches and facilitates positive change in behaviour and mindset, leadership development and self-management strategies for corporate women through personal coaching, workshops, on-line training programs and support both online and offline. The ultimate goal is to help ambitious women leaders achieve career significance and work/life balance by better managing the stress and tension of competing goals, needs, wants and values of self and significant others. The areas I specialise in are strengths and values identification, career significance, money and health. My organisation is a professional services organisation providing coaching, consulting, facilitating and keynote speaking services for women in Science and Technology industry. Success InSight produces healthy effective leadership performance and sales mastery for women leaders in Science and Technology.

1. **Who is your target market?** This should co-exist with what your organisation does. Are you targeting males in their teenage/young adult years? Females in an older age bracket?

Success InSight targets ambitious, 40+ women business owners and corporate leaders, executives, directors and managers who value making a positive difference in the lives of others. They are experienced and ambitious and want to move up the ladder and contribute to the world in a significant way. Often they are not paid the same as their male counterparts and are frustrated with the way they are treated in the workplace and are overshadowed by others – mainly men, and often other women as well. They are leaders who want to express their values in their workplace and be paid their true value. They want to improve their personal brand – for themselves and their work coleagues.

Example letter to my target avatar:

“Hi Jane, . I know it’s not easy being a 45 year old career woman/business owner and mother and who’s super busy trying to juggle work, family and your own personal health needs especially when you’re tied up most of the time working in a role with multiple competing demands and often doing much more than the role pays you for as a executive leader/ business owner trying to create a meaningful worthwhile career/business and also be home and present for your young family and enjoy your marriage and pay the mortgages and bills and create financial security and independence to pay for the lifestyle you want.

And when you think about how to fit everything in and achieve all your wants and needs, it all seems impossible, you’re too exhausted to think about another thing, it can seem overwhelming, and you just want the world to stop so you can get off, or you delegate and manage everyone else’s needs and there is no time left to attend to your own – so they go underground.

So I want to just take a minute and let you know everything is going to be fine. How can I say this? Because I know how you feel. Getting my work/life balance, financial security and personal health into a flourishing state wasn’t easy for me either and I sure had challenges of my own... just like you do now. I too felt trapped by the choices I had made and confused about what to do and how to change – I got to a point where I knew something had to change or I would lose everything I had…I wanted my energy and sense of fun and freedom back and I needed financial abundance and time freedom to live the lifestyle I wanted. No time to look after myself, being stressed and tense became my “norm” and all my best intentions were lost and I felt in a constant state of tension as I searched for the secrets to success – (in fact that's where I got the idea for my business name Success InSight) – I felt like I was failing everywhere – nothing was working even though I looked like I had it all sorted on the outside. Underneath I knew I was not being valued at work or paid the same as my male counterparts and I was letting my family down. I knew I needed help to do things differently an I did not have success in sight anywhere. I could not see the wood for the trees.”

1. **Who are the main competitors to your organisation?** This gives the designers something to look at as well as offer an idea around what they have to compete with graphics wise. The more info on this, the better. URL to their website, examples of their marketing material etc.

Linked In is a good source of links to leadership development and executive coaches focussing on ambitious women. Most operate as sole traders and write blogs, run workshops, on-line discussion groups.

There are “Health Coaches” and “Executive leadership development coaches”. My point of difference is that I help women with their money and leadership mindset and self care with their personal health in an integrated way.

[www.kathycaprino.com](http://www.kathycaprino.com)

[www.michellemcquaid.com](http://www.michellemcquaid.com)

[www.amandablesing.com](http://www.amandablesing.com)

[www.fionacraig.com](http://www.fionacraig.com)

1. **How does your organisation differ to your competitors?** There has to be a point of difference, if not you are just copying their idea. Tell the designer, and try to make that a feature of the design.

My point of difference is my ability to teach and coach women how to have it all (as that's what my avatar wants) and handle with ease the stress of juggling many roles, goals, needs, wants and values and develop sustainable healthy behaviours physically, mentally and emotionally. My personal success story is unique in the way I combine health, money, ambition and values and strengths together. I model my approach (walk my talk) as I have achieved significant health transformation (lost 10kgs in 3 months and have kept the weight off) and financial security over the last 10 years. My personal credibility in business is evidenced by my significant experience in corporate sales, business development and a tertiary education in biomedical science and coaching psychology.

Visuals that come to mind are a DNA strand, a woman’s brain silhouette, an eye, oak tree, an infinite symbol, simple and elegant but not to be obviously female – I do not want to be seen as a woman’s activist.

1. **The history of your organisation.** What have you done before in the realm of graphic design? Knowing what you liked or disliked before will give the designer a better view of what you want as a client.

I have designed my own website liazalums.com in Wordpress and designed a simple business card in the past. Now I want an eye-catching simple elegant logo and colour scheme to carry through to stationary and website and landing pages and brochures, banners etc for facebook, linked in and instagram as I am kicking off my coaching business full-time in 2017.

**Goals**

Knowing exactly what you want from you project will help the designer immensely. If they know what you want done, they can figure out exactly what you need. These are the questions that you need to ask yourself:

1. Why are you seeking design services? Is it a rebrand, or a new company? If it's a rebrand, why are you seeking to rebrand?

Success InSight is a business – I am on Linked In as Lia Zalums. I have worked as a Health coach under the name Empower Health and Wealth which is a tagline of what I do for people but it is not the business name I want to brand and be known for as its very long as a web domain and sounds too clichéd and not likely to appeal to corporates. Empower Health and Wealth is my instagram page and is targeted at personal health and life coaching.

I want to use this new design for Success In Sight as my logo and theme for my business website to be built in the name of

Success In Sight, business cards, stationary, online and print advertising.

1. What message do you wish to communicate about your business? Why?

I want to brand Success InSight as my business name and to define what I do. I help people connect with their values and communicate who they are and the value they bring to their workplace and their deliverables so they can be treated respectfully and equally to men and be paid their true worth. From a health perspective they will stop overeating due to stress, they can stop making excuses not to exercise due to stress of competing goals and putting others needs before their own, so they can fulfil their career ambitious and earn the money they deserve without feeling guilty. They can accept the self-doubt, negative thinking, sabotaging thoughts and still get on with making behaviour choices that move them toward their heart-felt dreams, goals and values and earn the money they deserve.

I want to communicate High V,alue high Quality, Credibility, Authority, Results in my ability to help them achieve the outcomes the client wants.

1. What are your goals? To increase sales, increase awareness etc.

To attract paying clients, create my brand, develop joint-ventures, become known as the “go-to Leadership Performance & Success Coach for career women” - for the woman who wants it all or maybe doesn't know exactly what she wants but know its time to change and to take charge of deciding her priorities and being heard, understood, respected and rewarded at equivalent levels as her male counterparts. She wants to better manage stress and tension, and design and clarify and achieve her intentions – Success InSight is the best choice for coaching, speaking and facilitating.

[](http://www.designcrowd.com.au/order?offercode=RP&baseoffercode=50DOFF&srchRef=False)

**Requirements**

Do you require the designer to use any specific text, colours, or images? If so, supply these details to the designer. When providing colours for a print job, provide CMYK percentages, or better yet, Pantone colour swatches. If it's a web design, send them RGB hex colour codes. This will make it easier for the designer and will help the project run smoother.

The colours I would like are deep red with deep blue/purple and white background to stand for boldness, clarity, strength, fire, attention grabbing, action. The deep blue/purple is softer than black and more elegant and is, and the white is refreshing and striking.

I like clean clear words, the images I have thought the letters SI as the logo in red with a blue/purple dot for the “i” something that signifies bold, striking, strong, feminine. so maybe a logo incorporating an eye or mountain top or aspect of some sort. Sharp and simple. The shape I identify most with is the circle, so something signifying the circle of life and 8 categories: well-being, career, family/friends/love, fun, personal growth, physical environment and money.

**Budget and Deadline**

1. Tell the designer how much money you are willing to spend. At DesignCrowd.com we try and make working out a budget easy by creating packages around particular price points. If you're choosing to hire a freelancer directly then be direct about giving this detail to the designer as it will allow them to understand how much time they should spend on the project.

Im on a tight budget as Im really getting started so many costs to consider.

1. Set a realistic deadline for the project that both yourself and the designer agree upon. Remember, there are many stages to the design process. Each stage will take time and resources away from the designer and yourself as you focus on each phase of the design process (Brief, Research, Concepts, Feedback etc.).

10 days

**Conclusion**

If you address everything within this post, you should have a 'designer-friendly' brief ready and raring to go. Take your time in filling the sections out - the more information you put into the document, the faster the end result will come. For further reading, check out imjustcreative's [blog posts](http://imjustcreative.com/logo-design-quotes-and-budgets/2009/07/22/" \t "_blank).

This article is designed to help you think through your requirements so designers can interpret the brief and quickly create relevant designs for your project.

DesignCrowd's 500,000+ designers are a talented bunch. If you have a similar project in mind or need a graphic design to promote your company or organisation you can invite designers from DesignCrowd's [designer directory](http://designers.designcrowd.com.au/) directly to your project for free.