

WRITE COLLECTION • GUIDE

Creative Workflow Kit

A practical production system from brief and source kit through rough directions, review, release, and responsible reuse

FREE PREVIEW

What's included in the full kit

- 17-page creative workflow guide (Letter + A4 PDF)
- 6-page production workbook, 6 worksheets (Letter + A4 PDF)
- Creative prompt library: 8 prompts (PDF)
- Creative production tracker (CSV)
- One-page quick reference (Letter + A4 PDF, plus phone PNG)
- Plus cover art and a README

Free preview • Full kit at kitandfile.com

1. Write the Creative Brief

Module 1 of 6

Why This Matters

Production accelerates only after the audience, job, message, constraints, and approval criteria agree.



When You're Done

You have one brief that connects the creative work to a real communication job.



Do This Now

- 1 Name the audience state and the action or understanding required.
- 2 Write the central message and approved proof.
- 3 Set format, channel, length, timing, and accessibility constraints.
- 4 Define what reviewers will approve and what is prohibited.

Worked Example

A video brief names the buyer question, one proof point, a 30-second limit, vertical format, caption requirements, and one CTA.



Reflection

Which creative decision is still being left to taste?