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FREE SAMPLE · 6 PAGES

CREATIVE WORKFLOW KIT · FREE SAMPLE

Creative Workflow Kit

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

IN THIS SAMPLE

1. What this is and who it's for
2. Run One Asset Through the Workflow
3. Write the Creative Brief (Module 1 of 6)
4. Workbook: Creative Brief

\$24

FULL KIT · TRACKER SPREADSHEET, GUIDE, PHONE REFERENCE, PROMPT LIBRARY, QUICK REFERENCE, FILLABLE WORKBOOK

Less content. More use.

What This Is, Who It Is For

FIT What this is

This is a guide, workbook, prompt library, and production tracker for planning and reviewing copy, design, video, campaign, and other creative assets.

FIT Who this is for

For creators, marketers, founders, managers, agencies, and internal teams producing assets that must satisfy a real audience, channel, message, and approval process.

By the end, you will have:

- A clear creative brief and current source kit.
- Distinct rough directions and evidence-based review decisions.
- Verified delivery files and reusable components with boundaries.

WHAT THIS IS NOT

It is not a replacement for creative judgment, rights review, accessibility review, brand approval, or subject-matter verification; it does not authorize autonomous publishing.

Run One Asset Through the Workflow

Choose a real asset and make every decision visible from brief through release.

WORKFLOW

The Sequence

1. Write the audience, asset job, message, proof, CTA, and constraints.
2. Assemble the current source kit and assign missing inputs.
3. Create and compare distinct rough directions before polishing.
4. Refine the selected direction, test every delivery file, and record safe reuse.

STOPPING POINT

Production speed matters only after the job, evidence, and approval path agree.

1. Write the Creative Brief

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.

CHECKLIST

Do this now

- ☐ Name the audience state and the action or understanding required.
- ☐ Write the central message and approved proof.
- ☐ Set format, channel, length, timing, and accessibility constraints.
- ☐ 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?

Creative Brief

Connect audience, asset job, message, proof, format, constraints, and approval criteria.

WORKSHEET

Creative Brief

Audience State:

Asset Job:

Central Message:

Approved Proof:

Format and Channel:

Approval Criteria and Prohibitions:

GET THE FULL KIT

Want the rest of Creative Workflow Kit?

Creative work slows when the brief is vague, source files conflict, the first polished idea becomes the default, and feedback has no decision owner.

THE FULL KIT INCLUDES

- Tracker spreadsheet (CSV)
- Guide (Letter and A4)
- Phone reference
- Prompt library
- Quick reference (Letter and A4)
- Fillable workbook (Letter and A4)

Get the Creative Workflow Kit · \$24

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