

WRITING PROJECT PLANNER

FREE

from



THOUGHTS TO PONDER

Before contacting or hiring a writer for your project, it helps to think through:

- Which writing / content strategy best serves your goals?
- How does the project support who you are and what you want to achieve?
- What other factors best convey your timelines and expectations?
- How much experience do you want from your ideal writer?

PROJECT SPECS

Project Name	
Ballpark Budget	
Timeline / Deadline	
Primary Decision-Maker Name	
Primary Decision-Maker Contact Info	
Type of Writing Project	<input type="checkbox"/> Content Marketing & Articles <input type="checkbox"/> Website Content & SEO <input type="checkbox"/> Email Campaigns & Newsletters <input type="checkbox"/> Digital Marketing & Advertising <input type="checkbox"/> Post-Click Marketing <input type="checkbox"/> Journalism (in-house publication or site)
How many pieces, words, or pages do you need?	
What existing assets are available for use (photos, PDFs, videos, podcasts)?	

VISION

How does this project support your brand / business goals and values?	
How do you describe what you do?	
How do you describe why you do what you do?	
Who is your target audience?	

ACTIONS & ASSETS

What existing resources and subject-matter experts can you provide for getting up to speed?

What call-to-action is appropriate?

How will you measure project success?

EXPECTATIONS

How much background effort / research is needed before writing starts?

How many meetings do you anticipate?

How much coordination is required between the writer and fellow team members (such as designers or strategists)?

REVISIONS

How many rounds of revisions do you anticipate?

How many people on your team will review drafts and provide feedback?

How will you resolve in-house feedback disagreements?

How quickly will you turn around draft feedback?

PROJECT ESTIMATE FORMAT

What format do you prefer for your project cost estimate?

- Hourly rate
- Per-project rate
- Retainer fee for ongoing writing needs