FREE PRINTABLE / BRIEFREADY FIELD KIT

Client Brief Decision Sheet

Turn missing information into a deliberate Proceed, Clarify, Reprice, or Decline decision before committing time.

1. Define the job

BUSINESS OUTCOME

PRIMARY AUDIENCE

DELIVERABLES AND FORMATS

DEADLINE AND WHY IT MATTERS

APPROVER / FINAL DECISION-MAKER

WHAT WILL COUNT AS ACCEPTED

2. Find decision-changing gaps

- [ ] References and explicit non-examples
- [ ] Revision allowance and feedback route
- [ ] Required client inputs or dependencies
- [ ] Budget, usage rights, or handoff expectations
- [ ] A missing answer changes effort, risk, or price

Optional tool: BriefReady

Scan to view the U.S. App Store page. The campaign link identifies this printable.

VIEW ON THE APP STORE

Published by the developer of BriefReady. Educational worksheet, not business or legal advice; the professional makes the decision.

3. Choose one next decision

- [ ] PROCEED - enough is known to commit
- [ ] CLARIFY - one answer could change the job
- [ ] REPRICE - the real effort or risk changed
- [ ] DECLINE - the fit, terms, or risk are unacceptable

4. Ask only useful questions

- [ ] What visible result should this work create?
- [ ] Who is it for and what should they do next?
- [ ] Which three references fit - and which do not?
- [ ] Who gives final approval?
- [ ] What is included, excluded, and revision-limited?
- [ ] Which missing answer would change price or timing?

5. Record the commitment

DECISION

REASON / MISSING ANSWER

PRICE OR TIMING CHANGE

CLIENT CONFIRMATION

NEXT CHECKPOINT