ILLUSTRATIVE SAMPLE - FICTIONAL PROJECT / NOT CLIENT WORK

Before you send the quote.

A practical brief checklist for independent service providers.

An illustrative excerpt from a fictional lead magnet. The paid service covers a custom 8-12-page guide; this five-page sample combines a short guide excerpt with example landing-page and delivery-email copy.

01 / THE USEFUL OUTCOME

Turn an initial request into a short list of decisions to confirm before estimating a project. Use the following pages as a conversation aid, not as a contract or an automatic qualification score.

02 / WHO THIS IS FOR

Freelancers and small service businesses receiving project requests that need clearer scope, constraints or responsibilities.

03 / HOW TO USE THIS EXCERPT

- Read the request and separate confirmed facts from assumptions.
- Use the checklist to identify missing inputs.
- Send focused questions before committing to a quote.

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Five questions worth asking.

01 / OUTCOME

What must change when this work is finished? Ask for one observable outcome.

02 / DELIVERABLE

What exactly will be handed over? Confirm format, quantity and intended use.

03 / BOUNDARIES

What is outside the request? Name exclusions that could change the workload.

04 / INPUTS

Who supplies copy, data, images and approvals? Identify dependencies early.

05 / CONSTRAINTS

What dates, budget limits or review steps are already fixed? Mark unknowns clearly.

Working note: if an answer is missing, write "to be confirmed" instead of filling the gap with an assumption.

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From vague request to useful brief.

01 / INITIAL REQUEST

"We need a new website soon. Please send a price." Fictional example.

02 / WHAT IS STILL UNKNOWN

- Page count and required functionality.
- Who supplies the content and images.
- Whether there is a fixed event date or a preferred window.
- Who approves the work and how feedback is collected.

03 / A FOCUSED NEXT MESSAGE

"Thanks for the request. Before estimating the project, could you confirm the pages you need, any required functionality, the materials you already have and your target date? This will help me define the scope and flag any dependencies."

04 / A USEFUL CALL TO ACTION

Example CTA for the fictional business: "Send your completed brief so we can discuss the next step." A real guide would use the client's approved offer, contact route and brand voice.

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Companion copy: the landing page.

01 / HEADLINE

Before you quote, get the brief clear.

02 / SUPPORTING COPY

A short checklist to help independent service providers identify missing scope, inputs and project constraints before estimating the work.

03 / WHAT READERS GET

Five questions to clarify a request, one fictional worked example and a focused follow-up message.

04 / BUTTON COPY

Get the brief checklist

05 / OFFER CONNECTION

After reading, invite the visitor to discuss a project through the business's approved contact route.

Example copy only. No landing page, email capture setup or mailing automation is included in this sample. Any signup or marketing use needs an appropriate privacy notice and lawful process.

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Companion copy: the delivery email.

01 / SUBJECT

Your brief checklist is ready

02 / EMAIL BODY

Hi,

Here is the checklist you requested. Start with the five questions, then compare the fictional example with your next project request.

Open the guide using the download link supplied by the business.

If you would like to discuss a project, reply with a short description of the work and the information you already have.

Thanks,

The business team

03 / WHAT THE REAL SERVICE INCLUDES

A custom 8-12-page PDF based on client-provided material, professional layout, tailored calls to action, landing-page copy, delivery-email copy and one revision round. Project acceptance and delivery timing are confirmed before payment.

This is a fictional demonstration, not a client case study. No lead generation or sales outcome is promised.