

One-Page Marketing Brief

This brief is required before any strategy, consultation, or recommendation. Clear inputs lead to clear outcomes. No BS.

1. Business Overview

Business Name:

Website / Social Links:

Industry:

Business Model: (B2B, B2C, Hybrid, Nonprofit, Service, Product, Other)

2. Primary Objective

What are you trying to achieve in the next 90 days? (Revenue growth, lead generation, brand awareness, repositioning, launch, repair, other)

3. Current Challenges

Briefly outline the top 3 issues blocking growth. Example: low conversion, inconsistent leads, poor targeting, weak messaging, limited budget efficiency.

- 1.
 - 2.
 - 3.
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4. Target Audience

Who must say yes for this to work? Include demographics, psychographics, and buying behavior if known.

5. Current Marketing Assets

Check all that apply and list platforms used. Website | Email List | Social Media | Ads | CRM | Content Library | None

Notes:

6. Revenue & Metrics

Current Monthly Revenue:

Desired Monthly Revenue:

Primary KPI: (Leads, Sales, ROAS, CAC, Engagement, Other)

7. Timeline

When do results need to show? Immediate (0–30 days) | Short-term (30–90 days) | Long-term (90+ days)

8. Budget Reality

Monthly marketing budget range: <\$1k | \$1k–\$3k | \$3k–\$10k | \$10k+

9. Decision Authority

Who makes final decisions? You | Partner | Board | Client | Other

10. Final Context

Anything else that materially affects strategy? Constraints, regulations, prior failures, expectations.

Submission Instructions

Email this completed brief to **info@iamshelbyclark.online**.

If there's leverage, you'll hear back. If not, you'll get honesty instead of false hope.