






# Freelancer Brief:




**the perfect  
template**

# Here's how to create a strong brief:




## Introduce the project and the company

-  **Presenting the company**  
Overview of the company, sector, number of employees, high-level issues and culture (values, management style...).
-  **Project context**  
Context of the project and challenges associated with it.
-  **Client and environment**  
Structure of the team and hierarchy.




## The project

-  **Objectives**  
Define both short and long-term objectives for the project and set deadlines for each.
-  **Expected format**  
Give details of the format of the deliverable and how it will be distributed. Don't be afraid to make it visual! (moodboards, diagrams, models...)
-  **Current stage of the project**  
Detail the current stage of the project, as well as giving an overview of the entire project including implementation, test/review, deployment and support.

## The practicalities

-  **Ways of working**  
Define the point person for the freelancer on the project, as well as giving details on how you will work together and the weekly check-ins that will be organized.
-  **Working days**  
Specify the number of days each week you'll need the freelancer to work.
-  **Remote work**  
Specify whether you'll need the freelancer to work in the office some days and, if so, how many.

## Expectations

-  **Experience required**  
Number of years experience, past responsibilities the freelancer would ideally have had, and detail on the complexity of the project.
-  **Technical skills**  
Where relevant, include two priority technical skills that'll be needed (e.g. Java and Python), and the more general skills that will be used the most throughout the project (software...).
-  **Project management skills**