CREATIVE CONSULTATION CHECK LIST

☐ PURPOSE AND VISION
Is the request consistent with Resurrection’s purpose and vision?

☐ AUDIENCE
Who is your target audience? How would you describe the audience? Is this a new audience or do you have an existing relationship?

☐ OBJECTIVE
What is your goal? How do you want people to respond? Why do you want/need to do this?

☐ MESSAGE
What is your key message? How would this message best be shared?

☐ DETAILS
What is your deadline? What is your budget? What is your approval process?