



## Series Brief (Example)

The brief will aid and assist your team in collecting, harvesting, and developing focused ideas prior to your first creative meeting.

### Series Title / Idea:

### Weekly Titles / Themes:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### Overview: Developing the BIG IDEA

1. What do you want people to know?
2. How do you want people to feel?
3. What do you want people to do?
4. What are your anchoring scripture(s) or Biblical story?

### Branding: Developing the MESSAGING

1. What images help portray what your trying to communicate?
2. What are five words or phrases you'd use to help describe the series?
3. What do you envision when you think about this series?
4. Is this series connected to another ministry initiative?

### Relevance: Understanding the NEED

1. Why should people care about this series?
2. What is the tension that should grip people's interest?
3. How does this series connect with each age/stage of discipleship?

### Resources: Understanding the INVESTMENT

1. Do you have any nonnegotiable's for this series?
2. Is this series connected to our vision and missional direction?
3. Will the content live longer than the series?
4. Are there resources already developed that we can pull from for this series?

Additional Comments:

Date Submitted: