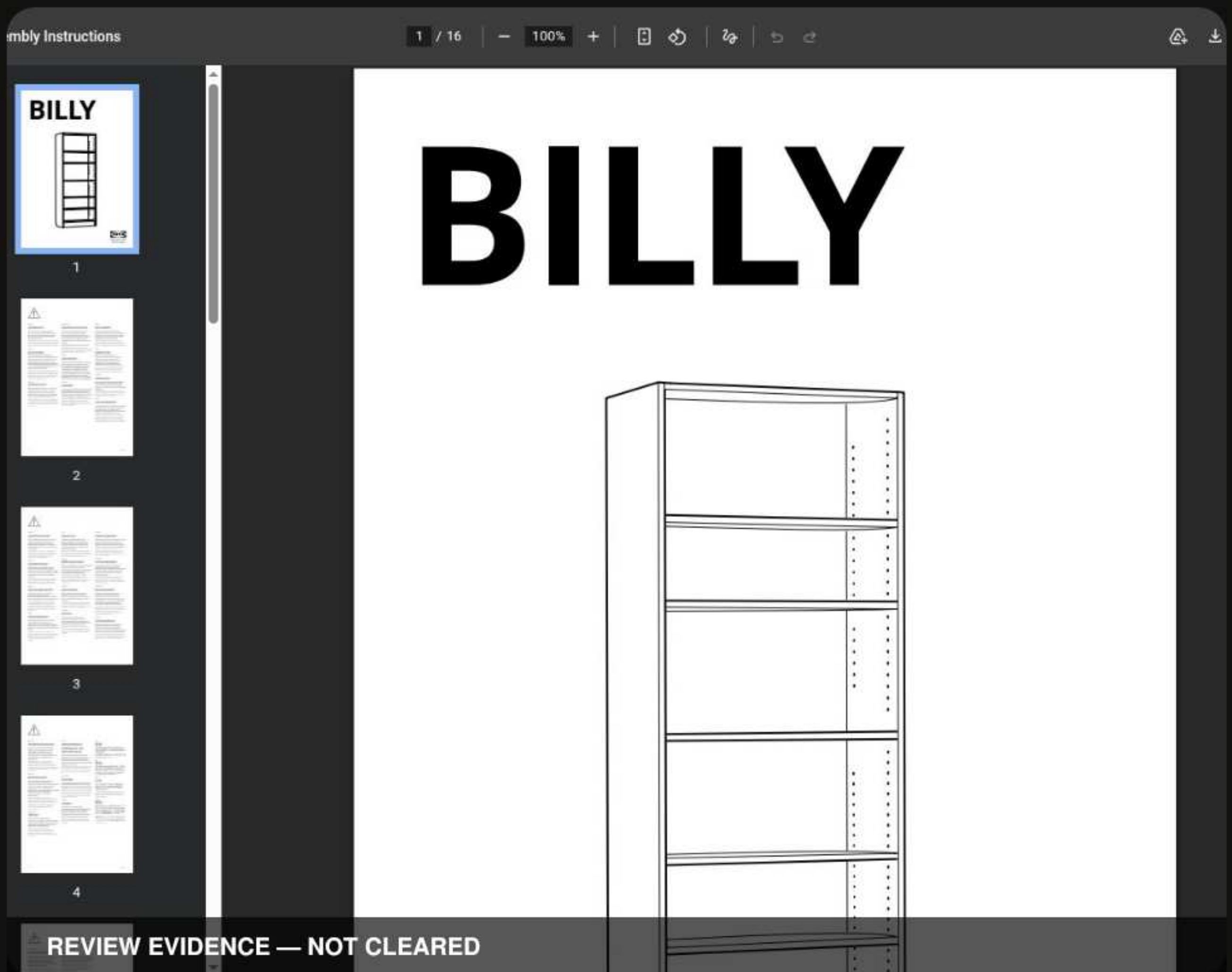
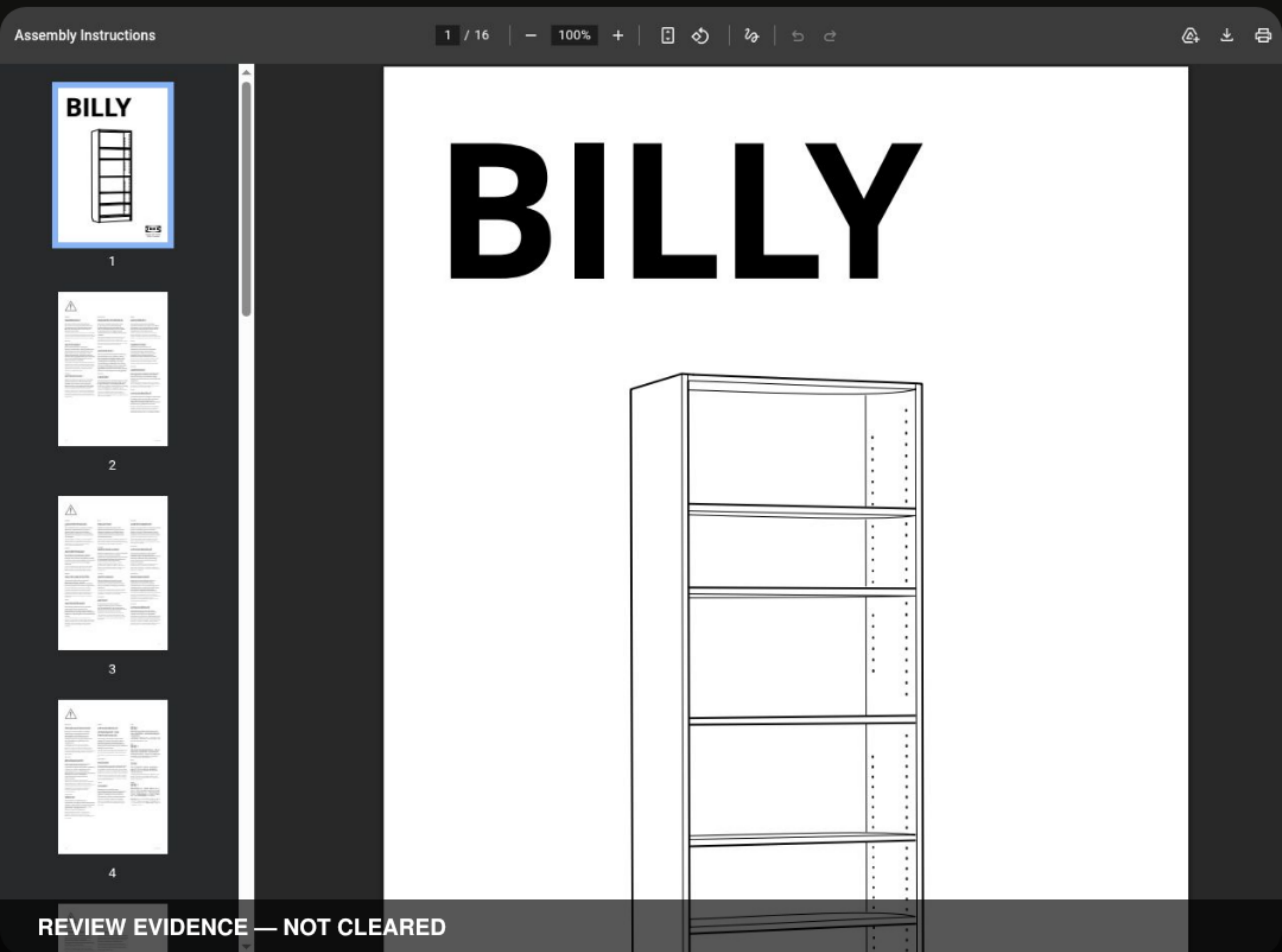




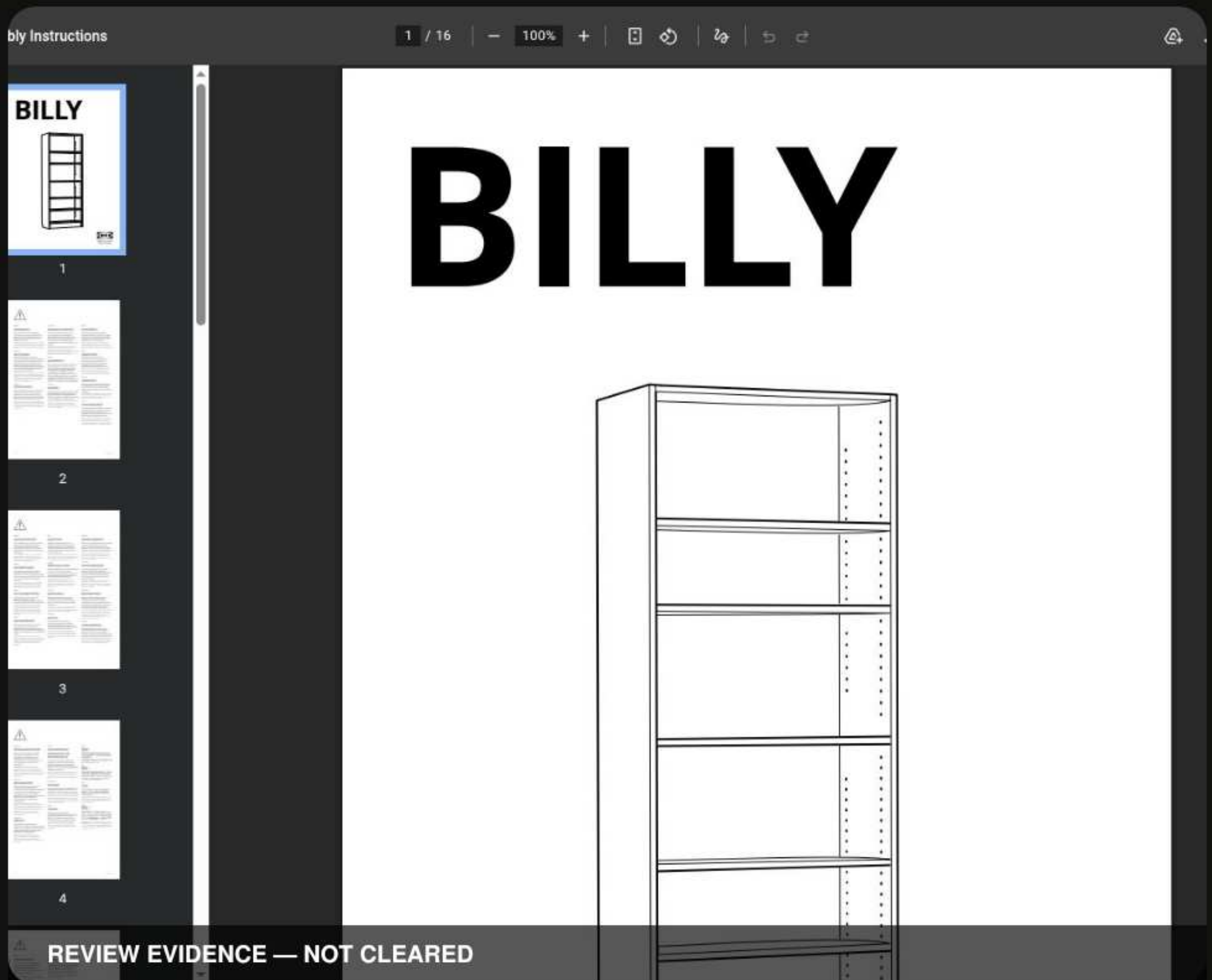
## IKEA can tell a stranger how to build BILLY without a meeting. Why can't your creator brief?

Good instructions make inputs, sequence and finished state visible before work begins.



**A useful brief names the parts before production starts.**

Inputs can include people, claims, files, products, locations, music and approvals.



**Sequence is part of the instruction.**

Research → script → produce → review → approve → publish.