CREATOR BRIEF · PRINTABLE WORKSHEET

Concept-variety
worksheet

Concept ID
Give the idea a stable name for briefs and results.

Buyer question / use case
State the uncertainty the video should answer.

Angle and approved message
Write the point the demonstration can support.

Creator experience needed
Use real experience, not invented history.

Format and proof shot
Describe the format and what must be visible.

Agreed concepts / hooks / exports / revisions
Record each deliverable separately.

Intended test question and success measure
Set comparison and outcome before production.