

Freelancer service introduction brief (Template & Video Brief)

Help a prospective client understand your specialty and the scope of a first engagement. Edit, copy or download this free template, with inputs, a story order and review points.

Freelancer service introduction brief

Purpose: Help a prospective client understand your specialty and the scope of a first engagement.

Ideal client: [Add your own information]

Problem you handle: [Add your own information]

Specific service deliverable: [Add your own information]

Relevant portfolio example: [Add your own information]

Your process: [Add your own information]

Scope exclusions: [Add your own information]

Inquiry details: [Add your own information]

Story order: Name your specialty, show one relevant project, explain the engagement steps and ask for the details needed to quote.

Review: Write a 60-90 second service overview. Distinguish your contribution from the wider team's work and link to the full portfolio.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > **Edit or copy this template online:** <https://axiomlab.online/templates/freelancer-services>
- > **Watch the complete 74s demonstration film:** <https://axiomlab.online/examples/pitch-deck-demo>
- > **Turn your PDF or PPTX deck into a video:** <https://axiomlab.online/pitch-deck-to-video>
- > **Rehearse with the free script timer:** <https://axiomlab.online/tools/script-timer>