

# Requests & Intake Forms

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The most important part of the creative workflow process is the beginning. Creative briefing, project kickoff, request intake – whatever you call it, the beginning of any project is the key to success. Proper project kickoff leads to higher quality first proofs, fewer proof versions, and faster turnaround on projects. Read on to learn our best practices on how to manage the request process to kickoff your projects successfully.


## Form Template Builder

Requests are the basis of every successful project. That's why we built the [Form Template Builder](https://guide-ignite.inmotionnow.com/help/form-templates) (<https://guide-ignite.inmotionnow.com/help/form-templates>) to empower customers to create and edit request forms and manage elements of concierge forms on their own. Now, you can get hands-on with your forms to design and experiment with your own request creations.

## Video: Best Practices for the Form Template Builder

What are the key form components needed to get buy-in from your team and kick off a project successfully? Watch as we uncover best practices for building your forms, and walk you through the form creation process.

## Request Form Creation Checklist

We have compiled a comprehensive checklist to help you every step of the way! Download the interactive checklist [HERE](https://dyzz9obi78pm5.cloudfront.net/app/image/id/62b484b24552010a727a706e/n/lyt-2021-formbuilderchecklist-final01.pdf)  (<https://dyzz9obi78pm5.cloudfront.net/app/image/id/62b484b24552010a727a706e/n/lyt-2021-formbuilderchecklist-final01.pdf>)

## Video: The Marketing Cost of Bad Briefs

Join us along with special guests, Australian strategists and BetterBriefs Project co-founders, Matt Davies and Pieter-Paul von Weiler. They'll walk us through their key findings from their recently released global research study on marketing briefs surveying over 1700 respondents from 70 countries.

## Video: Scale Your Request Intake and Traffic Management to Kick Off Projects Seamlessly

Watch Amber Wong, Business Specialist at VSP, share how she identified and closed the gaps to streamline her creative teams' request intake & traffic workflow - at scale!

## Video: How to Go From Order-Taker to Strategic Partner

Watch Ilise Benun & Andy Brenits speak on how now, more than ever, creative teams have more responsibility to be creative partners to clients. Where does this start? With the Request!



## Industry Best Practices From the Lytho Blog

- 12 Ways to Improve Your Creative Workflow in 60 Days or LESS(<https://www.lytho.com/blog/12-ways-to-improve-your-creative-workflow-in-90-days-or-less/>)