

COPYWRITING BRIEF

Please answer as many of the following questions as possible:

THE PROJECT

What is the project? <i>(e.g. 12-page brochure, 8-page website, 800-word blog)</i>	
Do have a previous example? <i>(what do/don't you like about it?)</i>	
Is there a set deadline?	
Who is the primary point of contact?	
Will I be working with anyone else? <i>(e.g. web designer, PR agency)</i>	

THE COMPANY

What does the company do? <i>(please try to describe this in plain English)</i>	
What is your company's USP? <i>(how are you different from your competitors?)</i>	
Describe your company's personality <i>(e.g. reliable, cutting-edge, fun)</i>	
How long have you been in business? Are you well-known in your sector?	
Who are your main competitors?	

THE PRODUCT/SERVICE/BRAND

What is the product/service/brand? (using plain English please)	
Describe it in five words or less	
How does it benefit customers?	
What is the USP/point of difference?	
Do you have testimonials, case studies, market research etc.?	

THE AUDIENCE

Describe your target audience (e.g. sex, age, character, socio-economic, job title)	
How do you want them to feel about your product/service?	
How much do they already know about your product/service?	
What might stop them using your product/service?	
What issues are they facing? (what's keeping them awake at night?)	

THE CONTENT

What is the primary objective? <i>(e.g. generate new enquiries, build the brand, launch a new product)</i>	
What is the single most important thing for the copy to communicate?	
What are the other key messages you want to put over?	
Any keywords, straplines or phrases to include?	
What is the call to action? <i>(e.g. make contact, buy the product, request information)</i>	

THE TONE AND STYLE

Do you have existing style guidelines?	
What do/don't you like about this style?	
What tone should the copy have? <i>(e.g. witty, professional, informative, friendly)</i>	
Do you know of a website/publication which illustrates the style you like?	
Would you like the content written in British-English or American-English?	