Copywriting Brief

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| Client: |  |
| Company Name: |  |
| Job Title: |  |
| Contact Details: |  |
| Date: |  |

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| 1, | What is the copy format? (Website, article, press release etc.)  Where will it be used? |
| 2, | Copy length? (Approx word count, number of pages) |
| 3, | When is the copy needed by? (Deadline for 1st draft, final draft) |
| 4, | What is the product/service? (Type of product, brand names etc.) |
| 5, | How would you define your target audience? (Demographics, title, function, responsibility etc. What do they want/need?) |
| 6, | How do you want your audience to respond? (Purchase, phone call, visit website, request more info, awareness) |
| 7, | How will you measure the success of the project? (% increase in sales, more website traffic) |
| 8, | What single message must we tell the audience? (Please be as specific as possible) |
| 9, | What emotional connection do you want the audience to have about your product/service? (Worried about missing out, reassured, excited) |
| 10, | What is/are the USP(s) of the product/service? |
| 11, | What are the benefits of your product/service? How will the life of the reader be improved? What’s in it for them? |
| 12, | How can you prove the credibility of your product/business? (Testimonials, case studies, accreditations) |
| 13, | Who are your main competitors? (Include website, brand names, USP’s, reputation) |
| 14, | What tone of voice should be used? (Informative, friendly, humorous) |
| 15, | What overall impressions would you like the piece to make? (Trustworthy, experienced, good value, expensive, professional) |
| 16, | Client resources to be supplied |
| 17, | Any other information |