



# COPYWRITING BRIEF

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## WHAT YOU NEED:

(website copy, blog post, brochure text, etc?)

## CLIENT INFO:

Client Name

Client Company

Email

Number

Date

What sparked you wanting this content?

What problem is your company or product solving? (e.g.: do you hate the 9-5 / get messy at work / hate waiting / need more info?)

What 3 questions do your highest-value customers ask?

What are the answers?

Where do they get those answers?

What is the goal of the text?  
(What do you want readers to do?)

Who is your target audience?  
(e.g. men aged 25-50 with aching joints? Or women running businesses with kids?)  
Do you have customer profiles that I can see?

What are the key features and benefits that need to be in the copy? (What's in it for them?)

What is the single most important thing about your product or service that makes it the best? (the USP)

What tone should the piece employ? (e.g. Hard-hitting? Serious? Educational? Informative? Humorous? Friendly? Upmarket?)

Do you have evidence or testimonials to support claims?  
(any stats, evidence, quotes, reviews, previous material?)

What do you like about your current materials? (Look and feel, tone, functionality, etc.)  
  
And what don't you like?

**More about your company:**

Why have/would customers come to you?

What are your marketing goals or business objectives? What are you trying to achieve?

What background info and history is available on the company and the product/service?  
Any previous material you can send over?

Who are your competitors?

What makes you different from them?

Do you have a style guide, or any house rules about your company/brand?

If you were a high street brand or car, what would you be like?

If a website, what websites do you like, in terms of copy and the look?

What format would you like the copy in? (Word doc, Google doc, plain text?)

Estimated first draft by?

Have you seen my T&Cs?

I will issue a contract/deal memo and work will start once I have the OK.