



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 are you specifically expecting from this project, and from me?

What made you or your client decide you needed this messaging, copy, text, page, etc?

What problem is your company or product solving? (e.g.: ensuring you have money in later life / creating better workplaces / help getting clients?)

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 when they have looked at your page(s)? E.g.: sign up, buy something, call you, etc?)

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

What is bothering your customers or clients most at the moment? What annoys them about your industry/sector/service?

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

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

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

What is working in your current materials?

And what isn't?

More about your company:

Why have/would customers come to you?
(What makes you so special that I would hire 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 project, 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?

About the ideal client

List the problems you can confidently solve...

List the characteristics of your ideal client.

When the stars align, what is/are the perfect outcome(s) for your client?

What are their emotional states around what is wrong at the moment?

What negative talk is going on in their heads?