

COPYWRITING & DESIGN BRIEF

Read through the form and consider your responses before starting. Take the time to answer these questions as fully as you possibly can. This stage is important; the more complete the answers the better the finished job and the less time it takes me, which is likely to mean a lower fee. There's a section at the end specifically about your business, which you'll also need to complete.

Name	Phone Numbers
Business Name	Email
Deadline(s)	Job Number (internal use only)
What is the project? Describe the subject matter.	
What is the purpose of the project Is it to inform, to sell, to promote?	
How many words? Specify a minimum and maximum, or unknown or not important.	
Is there a style guide or template to be used?	



Who is the audience? Describe who will read this copy – consider age, education level, and the role or persona the reader is adopting as they read.

What do you want the reader to gain from the copy? Will they learn, be inspired, shocked or reminded of something?

What action do you want the reader to take if any? Be as specific as possible and consider timeframe for the action (short term, medium term, long-term).

Is there a specific writing style, or voice, that must be used? Describe it and/or attach examples, or links to examples.

What do you want the reader to feel or think as they read?

Where will this be read? Consider the likely circumstances under which the reader will read your copy – where will they find your copy and will they be in a hurry, distracted, relaxed, or under pressure etc.

List any keywords you've identified.

Are there any other specifications or limitations or additions? Consider dimensions, limitations to formatting, specific jargon or language that must and must not be used.

Your Business

Describe your business, focusing on what you produce and deliver for your customers.

Consider the benefits of the features identified above and explain what problems they solve for your customers. What customer-need do they fulfil?

What sets you apart from your competitors? What is your USP?

Is yours a niche market and if so, what is it?

What is your customer profile? Consider age, gender, family size, education, occupation, income level, cultural background, needs, dreams, desires, pain points etc.

If you have existing copy, headlines, slogans etc., what do you want to keep, and why?

If you have existing copy, headlines, slogans etc., what DON'T you want to keep, and why?

Who are your competitors and why? Include links.

Which of your competitors do you follow and aspire to, and why?

What's your vision for your business over the short to medium term?

Attach or include below examples or reference to anything that's guided and inspired you in your business. Include books, photos, images, movies, video, personal experiences or stories, etc. Anything!

