

Copywriting Briefing Form

In the absence of a written brief from clients, I always prepare a simple brief to help direct my subsequent work. Please feel free to use this form to help clarify your requirements before we meet (you can email it to me at info@alhidden.com). Alternatively, I'll use it to create a brief based on my understanding of our discussions.

1	Project Title	
2	Organisation	
3	Client details	
4	Key Contact	
5	Day-to-day contact (if different)	
6	How has the project come about?	
7	Synopsis?	
8	Business/product USPs, benefits and differentiators? What does your product/service/organisation do that its competitors don't/cannot?	
9	Copywriting objectives What do you want the copy to achieve for you?	
10	Where will the copy be used? Include page size/format where applicable	
11	Budget?	
12	Length/Estimated word count How many pages? How many words per page? Total word count?	
13	Deadline	
14	Target audience Who will buy/use the product/service? What are their main concerns? Describe the typical audience member. What motivates them?	
15	Any controlled vocabulary? Any words or phrases that I must or must not use?	

16	Style issues Your preferences for how I shall address your audience to reveal your organisation's personality or voice.	
17	Voice and tone of writing Formal/informal etc.	
18	Delivery format My standard is MS Word	
19	Any third party involvement Interviewees?	
20	Client resources to be supplied	
21	Rights, confidentiality etc. Unless otherwise agreed, my clients automatically get a perpetual licence to use my copywriting when my invoice has been paid.	
22	Any other information?	

Though not an exhaustive list, here are some of the items of source information that will help me to understand your business and write effective copy for you.

- Company history and background
- Product/service information
- Who buys it? (Or who do you want to buy it?)
- The profile of your ideal customer
- Competitor information
- Features and benefits of your product/service?
- What are the unique selling propositions (USP) of your product?
- Existing marketing materials
- Testimonials, references and endorsements from existing customers
- Company profiles
- Company reports
- What keywords/key-phrases will people use to search for your business on the Web?
- What do people typically ask about your company and its products/services? And what are the answers?
- Any other relevant background information?

Taking a few minutes to compile this information will help me to properly understand your business and how my writing fits into your plans. Generally, the more relevant information you can give me at the beginning, the higher the quality of the work I do for you and the more value I can offer for a given budget.

It really is worth the effort!