

## Copywriting Briefing Form

In the absence of a written brief (and sometimes in addition to receiving one) from a client, I always prepare a simple brief to direct my copywriting. Please feel free to use a copy of this form to help clarify your requirements before we meet. In any case, I'll use it to create a brief, based on my understanding of your requirements, to accompany your Estimate or Quotation.

<b>1</b>	<b>Project name</b>	
<b>2</b>	<b>Company</b>	
<b>3</b>	<b>Brand name for product/service</b>	
<b>4</b>	<b>Client details</b>	
<b>5</b>	<b>Key Contact</b>	
<b>6</b>	<b>Day-to-day contact (if different)</b>	
<b>7</b>	<b>What is the work being commissioned?</b>	
<b>8</b>	<b>Background to the work</b>	
<b>9</b>	<b>Business/product USPs</b>	
<b>10</b>	<b>What is the job of the copy?</b>	
<b>11</b>	<b>Where will the copy be used?</b>	
<b>12</b>	<b>Media details</b>	
<b>13</b>	<b>What should the reader think after they have read the copy?</b>	
<b>14</b>	<b>Budget</b>	
<b>15</b>	<b>Length/estimated word count</b>	
<b>16</b>	<b>When is the work required? Are there any fixed timeline dates that must be met?</b>	
<b>17</b>	<b>Target audience</b>	
<b>18</b>	<b>Any controlled vocabulary?</b>	

<b>19</b>	<b>Style issues</b>  (UK or North American English; any special style issues to be considered?)	
<b>20</b>	<b>Underlying tone of the brand?</b>  (Formal/informal, authoritative, conservative, fun, etc)	
<b>21</b>	<b>Tactical voice of the copywriting</b> (How does this differ from 20?)	
<b>22</b>	<b>Delivery (standard is MS Word)</b>	
<b>23</b>	<b>Any third party involvement?</b>	
<b>24</b>	<b>Client resources supplied or to be supplied (please see the list below for examples).</b>	
<b>25</b>	<b>Rights, confidentiality etc.</b>	
<b>26</b>	<b>Any other information?</b>	

Though not an exhaustive list, here are examples 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 associated BENEFITS of your product/service
- What is the unique selling proposition (USP) of your product/service?
- Existing marketing materials.
- Testimonials, references and endorsements from existing customers.
- Company profiles and company reports.
- Keywords/key-phrases that people use to search for your business on the Web
- The questions people typically ask about your company and its products/services – and the answers.
- Any other relevant information?