

Copywriting Brief Template

1. Who You Are

Tell me in the kind of language you would to a friend what your company does and outline your products/ services. It's great too if you can provide me with anything else to get a grip on who you are. Perhaps the marketing, promotion, advertising, or sales materials you use now.

2. Your Copywriting Goals

Why do you want to create this content now? Is it more online visibility for your product/ company? To drive more leads? To make your brand sound different from now? Or for a specific CTA (call to action)? To persuade customers to request a brochure? Download an e-book? Sign up? Attract comment on your blog or inbound links?

3. What's The Competition?

Can you give me a list of your competitors' websites? What do you like or not like about what they're doing? Are there keywords they're ranking for that you want to beat? SEO's not all about this but it's helpful to have a sense of the keywords you're targeting. I'm happy too to assist you with keyword research.

4. Your USP

What's your marketing proposition? Can you pinpoint the factors that make you different to your competition? And the benefits or solutions your product or service offers? Do you have any proof such as testimonials or research you've carried out?

5. Your Target Audience

Can you describe me your buyer personas? Are they, for example, directors of water companies needing to invest in bio-filtration? Women aged 20-40

interested in running as a competitive sport? The more details the better. It's helpful too to know how your customers find you right now.

6. Tone of voice

In simple terms, express how you want your brand to be seen. You might already have a tone of voice guide. If not, come up with a list of up to six adjectives. Are you professional, corporate and authoritative? Or approachable, irreverent and conversational? Or point me to websites you admire?

7. Provide The Content

Supply the information you want communicated. You may have draft text; you may only have the concept. That's fine, so describe what you want to say. State key phrases/terms relevant to the business.

8. Constraints

Let me know if you want me to work within a specific design constraint. Or will the copy lead the design?

9. Project Specifics

What's your deadline? Do you want to set dates for first draft, second draft and third draft? I supply a first draft, then ask for your feedback, followed by up to two rounds of revisions. **What's the content type?** Is it web pages, blogs, white paper, case study, email sales letter or press release etc.? How many pages or how many words do you envisage? **What delivery format?** Word - PDF – CMS inputting?

10. Anything Else You Want to Tell Me?

Often you'll think of something important at this point!

Contact me at sarah@connectedcopy.co.uk