

Copywriting Brief

Instructions for the client:

Please make a copy of this document and save it to your Google drive, or download it as a Word document before answering the questions.

Skip any questions that aren't relevant to your project or indicate that you don't know/don't have that data. We'll discuss your answers in our debrief.

Please return this document with your answers to me and I'll follow up with you directly.

About You/Your Brand

Tell me about your:

- Company name, brand name(s), product or service name(s):
- Market landscape, including industry and competitors:
- Your position in the industry relative to competitors:
- Your unique value proposition:
- [Do you have a brand strategy or messaging guidelines?](#)
- Does your brand have a defined tone of voice?

Your Copywriting Project

Please provide details on:

- This copywriting project – what's in, what's out? E.g.:
 - Web pages
 - Emails
 - Ads
 - Social media posts
 - Articles
 - Downloads

- Any existing or related copy we can review to better understand what you do/your offer(s)?
- Do you have deadlines for drafts, final copy?
- Are there any constraints we should know about? (for example, word count or design constraints)
- Do you know your SEO keywords?
- Any essential inclusions/must-have messages?
- Any messages we should definitely avoid including? (e.g. things you can't claim or terms you have to avoid)

Your Copywriting Project Goals

Tell us more about your objectives for this project:

- For each copywriting asset we're writing (page, email, ad), what's the **one most important action you want the prospect or customer to take** after reading the copy?
- How can we measure your goals for this specific project? (Think % increase or absolute increase.)
 - Increased leads
 - Increased sales
 - Increase average order value
 - Increase average revenue per customer
 - Increase average revenue per visitor
 - Micro-conversions, e.g. increase clicks
- What metrics do you have on your current performance against these objectives? (If you haven't yet launched, you won't have any metrics and that's ok. Just leave this blank.)

Your Product or Service

Ok, let's get deeper into your offer/what we're selling in this copy:

- What makes your product or service different and better?
- What's included in the offer, at what price?
- What are the main benefits for your customers? (emotional, practical)

- What proofs can we use to back these claims? (testimonials, industry memberships, awards, research, third-party endorsements, credentials)

Your Audience/Buyer

Tell us about your ideal customer or client:

- Any broad demographics? How did you define these?
- Motivations: What problem or desire brings them to you?
- Perfect World: What result are they hoping to achieve?
- Experience: What else have they tried? E.g., competitors, alternative solutions
- Awareness/familiarity: How well do they know you?
- Barriers: What might stop them from saying “yes” to you?
- Triggers: What might motivate your audience to take action now? (Think: fear of missing out, fear of things staying the same, excitement, a desire to belong)
- Where do you think they might hang out online? (Any media, brands or influencers they may follow?)
- Is there a vocabulary your audience uses that I should know? E.g. professional or industry terms, group-specific slang or insider expressions.
- Is there anything I should be sensitive about saying/not saying?

Context/Customer Journey

Let’s talk about your reader’s path to the copy we’re writing:

- What search terms might they have entered?
- If they were directed here by email, social media, or another link, tell me about what they were reading/viewing when they chose to click.
- If they landed here via your paid search ad, what did the ad say?

Essential Data

We'll need to do our own research before we write copy – and that means accessing data.

What research do you have on hand? Can you provide:

- Site polls or surveys?
- Chat transcripts?
- Heatmaps or click tracking?
- Analytics from your site, your ads, your social media?
- A/B tests?
- User testing?
- Our most important insights come from qualitative research. Do you have customers we can survey or interview for this project?

Any other comments? Add them here, please: