



Copywriting Brief

Project Name	Name your project for easy reference
Deadline	Specify when you need the final content delivered
Company Name	Enter your company's name
Point of Contact	Provide the name and contact information of the primary person managing this project

Fill in this brief thoroughly to ensure your copywriter creates content that perfectly matches your needs.

Project Overview	Provide a clear summary of your needs. Answer: What are you creating? Why are you creating it? What problem does it solve? Include any specific requirements or constraints that might affect the direction.
Company Background	Share your company's story, values, and mission. Include recent developments or changes that might influence the content. This helps ensure the copy aligns with your brand identity.
Target Audience	Describe your target market in detail – their demographics (age, location, income level), interests, values, and behaviors. What challenges do they face? What motivates them? The more specific, the better.
Objectives	Define your primary and secondary goals. What are you trying to achieve? (e.g., increase sales, build awareness, educate). Include specific KPIs that will measure success.
Value Proposition	What makes you unique? Why should customers choose you? Detail your specific benefits and features, including any evidence that supports your claims.

[LOGO]

Brand's Voice	How should your brand sound? Select your preferred tone and provide examples (professional or casual, serious or friendly, trustworthy, approachable, informative, motivating...)
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Deliverables	Specify the type of content needed (website copy, emails, social media, etc.) and include word count, hashtags, character limits, etc.
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Keywords	Primary keyword	Example: copywriting brief (GSV: 150)
	Secondary keyword(s)	

Competitors	List your main competitors and their messaging approaches. What do you like or dislike about their copy? How do you want to stand out?
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Additional Notes	Include any other important information that might help create better copy.
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NOTE: Please email us your style guides, glossaries, do's and don'ts, and forbidden terms that you want or not want to include in the copy.