

Copywriting Brief

Project Overview

Client Name	
Client Website URL	
Project Name	
Start Date	
Deadline	

Project Information

1. Tell us a little bit about your company.

What do you do? What makes you unique?

2. What are you looking for?

Tell us a little bit about the project and what you're looking for. Web pages? Blog posts? Email newsletters?

3. Who is your target audience/customer?

Location? Gender? Age? Occupation?

4. What's the purpose of these texts?

Do you want to generate more sales? Get more leads? Or just provide some information to your customers?

5. Do you have a brand tone of voice?

If you don't have a tone of voice document, feel free to send us tone of voice examples from other companies that you want to replicate. Or, just let us know what tone of voice you would like for the project (e.g. professional, conversational, friendly)

6. Who are your main competitors?

Providing a list of your competitors helps us to understand more about your business and desired tone of voice.

7. Any additional information we should be aware of?

If these questions haven't covered everything, you can include any remaining info about the project here.

Project Deliverables

Web Pages

Web Page Title	Word Count	Target Keyword	Description
	~350	(if applicable)	Let us know what you would like to include in this webpage
	~350		
	~350		

	~350		
	~350		

Blogs

Blog Title	Word Count	Target Keyword	Description
	~500	<i>(if applicable)</i>	<i>Let us know what you would like to include in this blog</i>
	~750		
	~1,000		

Emails

Email Title	Word Count	Description
	~150	<i>Let us know what you would like to include in this email</i>
	~150	
	~150	

Landing Pages

Landing Page Title	Word Count	Description
	~250	<i>Let us know what you would like to include in this landing page</i>
	~250	
	~250	