COPYWRITING BRIEF

|  |  |
| --- | --- |
| Your name: |  |
| Position: |  |
| Your company or brand: |  |
| Date: |  |
| PO No: (if order placed) |  |
| DDI, email address: |  |

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If you need more guidance, I’ve added detailed explanations for all the fields in the blog article ‘How to Write a Killer Copywriting Brief’.

Alternatively, drop me a line at [phil.allen@webcopywriting.co.uk](mailto:phil.allen@webcopywriting.co.uk) or call for a chat on 07702 102030.

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| **1. What do you need?** |
| Website pages? A blog article? Sales email and landing page? |
| **2. Any relevant background information?** |
|  |
| **3. Who are we selling to?** |
| Who are they and what are they like? Job title, function, responsibility, demographics, etc. |
| **4. Do they have an existing perspective about your business, products or services?** |
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| **5. How would you like them to feel?** |
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| **6. What do we need them to do?** |
| What’s the call-to-action? |
| **7. Who are your competitors?** |
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| **8. What makes you unique?** |
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| **9. How do we need to say it?** |
| Your thoughts on tone-of-voice. |
| **10. Do you have any evidence to support your USP?** |
| Testimonials, case studies, market research, etc. |
| **11. Style guide** |
| How is your brand name written? For example, Project 7, Project7, or PROJECT 7?  Do you allow conjunctions at the start of a sentence?  Do you allow contractions?  What about the Oxford comma? |
| **12. If you were a high street brand or car, what would you be like?** |
|  |
| **13. Is there a copy style you’ve seen that you like?** |
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| **14. Keywords for SEO** |
| Primary keyword, the secondary keyword (Yoast calls this a synonym), and any other focus words. |
| **15. Timings and deadlines** |
| When do you need finished content? |
| **16. Do you need UX website wireframes or a hi-fi prototype?** |
| Static wireframes help you see copy in context.  A hi-fi prototype looks and works like a real website. |
| **17. Would you like help with graphic design, website design or technical SEO?** |
| I can recommend people with excellent track records if you need. |