



Copywriting Brief

[Job no.]

Although this form might look a bit daunting, investing a bit of time in it now will save you lots more time and money by making sure your copy talks to your audience and meets all your needs.

1: Your details

Organisation's name	
Contact name	
Email	
Phone (and which days of the week you are available)	
Deadline for receiving first draft of copy	
Final copy deadline	
Organisation details 1. What your company does 2. How you help your clients	<ol style="list-style-type: none"><i>Who you are, then what you do (e.g. "we are a factory, we manufacture phone handsets"). Avoid buzzwords or business-speak (e.g. "we enable companies to leverage their investment and generate increased ROI").</i><i>What benefits do you offer them? How are their lives / businesses enriched by your product / service? (e.g. "the bicycles we sell from our online shop get you from place to place faster than walking, but cost less than a car, and are better for the environment! Best of all, we deliver!")</i>

2: Your Project

Briefly describe the overall project that the copy will be a part of.	
In what format will the copy appear?	<i>(e.g. a printed four page flyer, an A5 postcard, a web page, an entire website, a downloadable PDF, a blog post etc.)</i>

<p>What do you want the piece of communication to achieve?</p>	<p><i>(e.g. to inspire people to donate, to inform them about an issue, to become a new supporter etc.)</i></p>
<p>3: Your Audience</p>	
<p>Who is your audience?</p>	<p><i>Who are you talking to? Who will be reading the copy? (e.g. mums in the UK aged between 30 and 50 who have children in school, run busy households and have very little spare time. Or young professionals with lots of disposable income who love to socialise with their friends). Provide as much RELEVANT detail as you can.</i></p>
<p>4: Your Content</p>	
<p>What are the key messages that the copy needs to communicate?</p>	<p><i>Provide specific detail – assume your writer knows nothing at all about the subject that you’re asking them to write about. For example, don’t put ‘the date’ but rather state the actual date they need to include</i></p> <ul style="list-style-type: none"> • Key message 1 • Key message 2 • Key message 3 • Etc
<p>What is the single most important thing that makes your product/service/brand the best (your USP)?</p>	
<p>What is your call to action?</p>	<p><i>What is it that you want your audience to do after receiving or interacting with this piece of communication? Is it to buy tickets for an event? Is it to visit a website to get more information? Is it to make a text donation? Is it to sign up for email newsletters?</i></p>
<p>What is your ideal word count or maximum word limit?</p>	
<p>What is the single most important point that the copy must communicate?</p>	<p><i>In other words, if your audience were to remember just one thing after reading your piece of communication, what would you want it to be?</i></p>

<p>Are there any pre-agreed straplines or sentences that you want the copy to include?</p>	
<p>Do you have imagery to accompany the copy?</p> <p>If this copy is for a website list any sites that you like.</p>	<p><i>If so, provide links to the images and state how you want the images and copy to marry up. It may be that you simply want 20 word captions to accompany each image, or you may want the copy to reference the imagery directly. Perhaps you simply want the copy and imagery to incorporate the same theme.</i></p> <p><i>(e.g. those you like for copy style – not necessarily in your sector – and any you like for look)</i></p>
<p>Do you want to include any keywords and phrases for SEO purposes?</p>	
<p>5: Your tone of voice</p>	
<p>Outline your brand's tone of voice</p>	<p><i>(e.g. Our tone is warm and friendly but not over familiar. Or, we have a formal tone but we are not stuffy or unapproachable. Or, we like to inject humour in an irreverent way, but we're never silly.)</i></p>
<p>6: Your house rules</p>	
<p>Are there any rules that your copy writer must adhere to?</p>	<p><i>(e.g. We refer to our organisation in the singular 'Comic Relief 'is', not 'Comic Relief 'are', we always write letters in the plural so 'we' not 'I' etc.)</i></p>
<p>7: And finally...</p>	
<p>Is there anything else you'd like your writer to know?</p>	<p><i>(e.g. anything I must NOT include and helpful research resources)</i></p>