



Copywriting Brief

1: Your details	
Organisation name	
Contact name	
Email	
Phone (and which days of the week you are available)	
Date brief is being submitted	
Deadline for receiving first draft of copy	
Final copy deadline	
2: Your Project	
How will this copy be used?	<i>(e.g. a printed four page flyer, an A5 postcard, a web page, an entire website, a downloadable PDF etc)</i>
What do you want this communication to do for your business?	<i>(e.g. to sell a new product, to get people to visit your business, to get new subscribers to your database)</i>
3: Your Audience	
Who is your audience?	<i>(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>

4: Your Content	
What are the key messages you want to communicate?	<p><i>(Provide specific detail – assume I know nothing at all about the subject that you’re asking me to write about)</i></p> <ul style="list-style-type: none"> • Key message 1 • Key message 2 • Key message 3 • Etc
What do you want your reader to do as a result of reading this copy?	<p><i>(What do you want your audience to do after receiving or interacting with this piece of communication? Is it to buy your product or book and appointment? 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>
What is your word or character limit?	
What is the single most important message for this copy to communicate?	<p><i>(If your audience remember just one thing after reading your communication, what would that be?)</i></p>
Are there any pre-agreed straplines or sentences to be included?	
Are there any images or photos that need to be included?	<p><i>(If so, provide links to the images and state how you want the images and copy to marry up)</i></p>
5: Your tone of voice	
Outline your brand or company’s tone of voice	<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>

6: Your house rules	
Are there any rules I must adhere to?	<i>(e.g. We refer to our organisation in the singular 'Company X is', not 'Company X are', we always write letters in the plural so 'we' not 'I' etc)</i>
7: And finally...	
Is there anything else you'd like me to know?	

Please send any additional information or past work that may be helpful. The more information I have, the better I can understand your business, your tone of voice and your customer base.