



## COPYWRITING PROJECT BRIEF QUESTIONNAIRE

Thank you for your enquiry.

I would love to help you with your copywriting project. So that I can better understand your copywriting needs and know more about your business, it's really helpful if you can provide me with as much information as possible in your written brief. From this I can then produce a bespoke proposal and costing for your project. It also ensures that the words I may then write for you are exactly what you're looking for.

The following questions show you the sort of information that will be very useful. When writing your brief, please try to include as many of these details as you can. This means I will be better prepared when I come to start writing your copy. And it helps save time too.

### ABOUT YOUR PROJECT

1. What is it you need writing? (brochure, direct mail sales letter, web pages, press advert, SEO article etc.)
2. Are there any existing examples of this material that you can show me?
3. What other materials can you provide to aid any necessary research for your project?
4. What is your ideal word count or maximum word limit? (Please note that I don't charge by the word)
5. Do you have a set budget?
6. What are your timescales and is there a set deadline?
7. Who will be my main point of contact for feedback and approval?

### ABOUT YOUR COMPANY (OR YOUR CLIENT)

1. Describe in plain English what your company does
2. What is your company's USP?
3. Who are your main competitors?
4. And what makes you unique or different from them?

### THE CONTENT and YOUR AUDIENCE

1. What is the main aim of the copy? (i.e. raise awareness, generate sales, promote a new product etc.)
2. What is the single most important point that the copy must communicate?
3. What are the key messages that should be included?
4. Are there any specific words, phrases or keywords that must be included in the copy?
5. Do you have any existing straplines, taglines etc. that you would like included in the copy?
6. What is the call to action? (contact you, buy, visit, request information etc.)
7. What tone should the copy have? (friendly, informal, conversational, formal, humorous, serious etc.)
8. Is there a piece of writing or website that has a style or tone that you admire and would like to use?
9. Who is your target audience? (age, sex, job title, socio-demographic, character, interests etc.)

### AND ANYTHING ELSE YOU THINK MAY BE USEFUL TO KNOW

1. If you can think of anything else that may be helpful, please include it in your brief. Because the more details I have to work with the better your finished copy will be.

I very much hope that we can work together and look forward to receiving your copywriting project brief.

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