



COPYWRITING PROJECT BRIEF QUESTIONNAIRE

I would love to help you with your copywriting project.

But first, I need to know what your copywriting needs are. And also learn more about who you are and what you do. Which is why completing a detailed written brief is so important. This will not only help me produce a bespoke quotation for your project. It will also ensure that the words you may subsequently ask me to write for you are exactly what you're looking for. And it will also help us both save a lot of time in the process.

Below are a set of questions that will help me get to the nitty-gritty of your project. And so, when writing your brief, please try to include as much information as you can. Not all questions will be relevant, I know, but the more you can tell me at this stage, the better prepared I will be.

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 ORGANISATION (OR YOUR CLIENT)

1. Describe in plain English what it is you do
2. What is your USP (Unique Selling Point or Proposition)?
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.

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