



Time to create
a good impression

Copywriting Brief

About you:

Business name:

Website:

Your name/position:

Email address: Phone No.:

Date of brief submission:

Date first draft is due:

Final copy deadline:

About the project:

Briefly describe the project/campaign you need copy for:

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.....

In what format will the copy appear? *(For example: website, social media, flyer, catalogue etc.)*

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What do you want the copy to say? (For example: inform about a promotion, get customers to sign up to your newsletter etc.)

About your customers:

Who are you talking to? (For example: Mums with small children, Dads who take their children to sporting events etc.)

About the copy:

What are the key messages you want to communicate?

- 1)

- 2)

- 3)

- 4)

What is the single most important thing you want your customers to remember?

Are there any existing straplines you need the copy to include?

What is your call to action? (Sign up to a newsletter, call for more info, email via a contact page?)



What is the maximum word count?

Do you already have images to go with the copy? Please provide a link to them:

About your tone of voice:

Is it formal, or friendly? Corporate or relaxed?

About your style:

This space is for any brand guidelines or rules you have when talking to your audience. Do you refer to your business in the singular or plural- Oxfam is or Oxfam are? Do you write letters in the plural 'we', or the singular 'I' etc.?

Are there any keywords that must be included? (For example: for SEO?)

And finally, is there anything else you would like to tell me?

