



Copywriting Brief

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) | |
| Date brief is being submitted | |
| Deadline for receiving first draft of copy | |
| Final copy deadline | |
| Organisation details <i>Please provide a short paragraph outlining who you are, what you do and how you help your clients or service users.</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 etc)</i> | |
| What do you want the piece of communication to achieve? | |
| 3: Your Audience | |
| Who is your audience? Who do you want to talk to? <i>Provide as much relevant detail as you can.</i> | |

4: Your Content

What are the key messages that the copy needs to communicate?

(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)

- Key message 1:
- Key message 2:
- Key message 3:

What is your call to action?

(What is it that you want your audience to do after receiving or interacting with this piece of communication? Is it to visit a website to get more information? Is it to sign up for email newsletters?)

What is your ideal word count or maximum word limit?

What is the single most important point that the copy must communicate?

(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?)

Are there any pre-agreed straplines or sentences that you want the copy to include?

Do you have imagery to accompany the copy?

5: Your tone of voice

Outline your brand's tone of voice

(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.)

6: Your house rules

Are there any rules that your copywriter must adhere to?

7: And finally...

Is there anything else you'd like your writer to know?