

Copywriting Brief



Client:	
Job description:	
Date:	
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1.	Who is the audience? (Demographics, title, function, responsibility, etc.)	
2.	What is their point of view about the product, service? (Are they already a purchaser/user?)	
3.	What do you want the audience to feel about the product or service? (Reassured? Excited? Worried about missing out?)	
4.	What effect do we want the piece(s) to have on the target audience(s)? What's the call to action? (Purchase, phone, visit website, request more information, increase awareness, etc.)	
5.	What is the single essential message we must tell the target audience(s) to achieve the desired effect? (Be as concise as possible.)	
6.	How will the success of the piece be measured? (A 20% increase in sales? More visitors to the site? etc.)	
7.	What is the USP or Point of Difference of your product or service?	
8.	What is/are the benefit(s) of your product or service?	

9.	What evidence is there to support your claims? (Testimonials, case studies, market research etc.)	
10.	Can anyone else make a similar promise? Who are your competitors?	
11.	What is your current market position? Where do you want to be?	
12.	What tone should the piece employ? (Hard-hitting, serious, educational, informative, humorous, friendly, upmarket etc.)	
13.	What do you like about your current marketing piece(s)? (Look and feel, tone, functionality, etc.)	
14.	What don't you like about your current marketing piece(s)? (Look and feel, tone, functionality, etc.)	
15.	What overall impressions (look and feel, etc.) would you like the piece(s) to make?	
16.	What other marketing collateral have you seen that you like the look and feel or tone of? (May or may not be in your industry.)	
17.	Any other comments?	