



The Copywriting Brief

by

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Introduction

The copywriting brief is an important written record where all the background information about a copywriting project should turn up, together with the requirements, expected results and deadlines.

As a reference tool, the brief helps you to check different facts and requirements while you're working on that particular project.

The copywriting brief is wonderful tool to discuss different parts of the project with small business owners who are new to this kind of activity.

Copywriters can also offer a brief template to clients so they take into account all the information they have to provide you with.

So here you have a brief template ready to use and gather all the information to create successful copy.

1. Company

- Company and contact details

- Industry, niche, competition

- Position in industry-USP

- Marketing Strategies: guidelines

2.Project

- What kind of project will be created?

- Goal of the project

- Deadline for drafts and final copy

- Previous campaigns or informative material related to the project

- Word count

- Design

- Keywords

- Specific recommendation

3.Offer

•Offer description and price

• Product differentiation

•Customer benefits your product provide

•Social Proof (testimonials, endorsements, awards, credentials)

4. Audience

- Demographics—level of awareness

- Problem your audience is facing

- Solution your product solves

- Target audience: level of awareness

- Customer's Objections

•Customer's motivation to act

•Places to meet prospect s online

•Type of language prospect use

5. Measure

- Measure results preferred

- Previous Metrics (surveys, analytics)

7. Notes

•Add any information you consider important for this project.

If you need help to get all the information you need to gather for this brief, we can help you.

Please, [contact us](#).