Copywriting Brief Template

Use this template as a guide to prepare your copywriting brief. Make any modifications necessary to suit your unique project requirements and add more detail where needed for a richer brief.

PROJECT NAME	A working project title for all stakeholders to use.
BACKGROUND	Provide a background on your company, your product, or yourself — you may need to provide background for all or for some of these elements. Who are you? What do you do? If this is about a company, include a vision, mission and values where they exist. In addition provide the context for why this copy is required, how it will be used and where it will appear.
OBJECTIVE/S	What result you want to achieve from this copy?
TARGET AUDIENCES	Who is the target audience of this brief? Who needs to see this, why is it relevant to them? Provide as much detail about them as you can — the more detail you can provide the better. For example, their age, location, interests, affiliations, hopes and fears. Provide any demographic and psychographic information you know. A copywriter needs to start with a really good profile of who they are writing for.
KEY MESSAGE/S	State the key message/s your target audience needs to understand and act upon. What do you really need your target audience to know above all else? What's the angle in these messages?
FEATURES/BENEFITS	As they relate to the company/product/person that is the subject of this copy.
POINT OF DIFFERENCE	What are you known for that is unique? Specify how this is different to your competition.
DELIVERABLE	In what form is this copy required? Be clear about what you expect as part of this copywriting project. Eg, if you might want words to accompany images or words for meta descriptions make it known.
PRIMARY SOURCES	Will interviews be required? If yes, provide the person's details, position and a short bio. Why were they chosen?
SECONDARY RESEARCH	Do you expect further research to be done aside from the background provided in this brief? Share any relevant background material you have from case studies, past articles, research reports, testimonials, etc... Name any websites that are worth visiting.
COMPETITIVE LANDSCAPE	Who are your main competitors? Share relevant examples of what competitor's copy looks like or what their marketing is like.

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STYLE GUIDE	If you have a brand guidelines or a writing guide that needs to be followed provide it.
TONE OF VOICE	Describe your brand's unique tone of voice. Eg, conversational, formal, or light hearted? If you're unsure it can help to state how you don't want to come across, eg, avoid slang.
CALL TO ACTION	What action do I want my audience to take? What do you want them to do as a result of reading this copy?
LOGISTICS	The logistics will vary according to the type of project. Some elements to cover off might be words per page, word count, SEO keywords.
MANDATORIES	If there are any 'must includes' that are not optional, state them here. Eg, a disclaimer required for legal reasons.
BUDGET	Name your budget if you have one or ask for a quote.
TIMING	How soon do you need it? Set deadline for first draft and one for final copy. If it's a big copywriting job, define the timing for the various phases.
CONTACT DETAILS	If you're in charge, provide the best way to contact you during the project.
EXTRAS?	Include any additional information that isn't covered above but needs to be shared.

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