

Copywriting Brief for

1. Your Details

Item	Client Response
1.1 Full name:	
1.2 Business name:	
1.3 Website URL (if applicable):	
1.4 Best phone #:	
1.5 Best email:	

2. Your Requirements

Item	Client Response
2.1 Summarise your project?	
2.2 Links or visual references?	
2.3 Budget of your project?	
2.4 Deadline for first copy draft?	
2.5 Deadline for final copy?	

3. Your Project Specifics

Item	Client Response
3.1 What is your unique selling proposition (USP)?	
3.2 Your target audience?	
3.3 Who are your key competitors?	
3.4 What is your tone of voice?	
3.5 Single most important thing the copy must communicate?	

4. Your Summary

Item	Client Response
4.1 What are your dos for this project?	
4.2 What are your don'ts for this project?	
4.3 Ideal word count/s?	
4.4 Any SEO keywords you want to include or SEO requirements?	
4.5 Any supporting documentation to attach?	

Date of Brief:	Name/signature of client:	Name/signature of copywriter:	Date of agreement:
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