**Copywriting brief**

Client:

Your name and role:

Date:

**What’s the project?**

A quick description of what you’re after – for example a corporate brochure, website, letter or print advert.

**Who’s it written for?**

Who do you want to reach? This can be as broad or narrow a slice of your clientele as you want. If it’s everyone, that’s fine.

**What should it do?**

What do you want this project to achieve? If your customers take one thing away from this, what should it be?

**Tone of voice**

What sort of language are we aiming for – casual, formal, friendly, serious? Don’t worry, we can discuss this in more detail, just give me the words that spring immediately to mind.

**Key messages**

Here’s where I need the main points to get across. I’m not asking you to write the copy yourself, just let me know the essential points that we need to make. Include any specific key terms or phrases, so we’re keeping it consistent with what you do elsewhere.

**Timings**

How long do we have to put this together?

**Anything we’ve missed?**

Anything else we need to think about? Where does this fit into your general activities? Will there be any follow-up activity?