

Building your brand

Briefing a copywriter template

Copywriter briefing template

1. Details

Company name

Contact information (*your name, title, email, phone number*)

Copywriter's name

Date of briefing

2. Your company

What exactly does your company do? *Be specific – if you focus on retirement planning, for example, mention this.*

Is there any specific meaning behind your company name?

What is your main client type?

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Where are your clients primarily located?

What is your target client type?

Write a detailed description of your target client persona(s). Aim to create two to three target client personas. Also see [Client Personas](#).

3. Brand identity

What are your company's core values? *Perhaps you are customer-centric, sustainable or inclusive?*

What is your company's mission statement and vision?

What are your company's unique selling propositions (USPs) or key differentiators? *Is your client support second to none, or perhaps you have expert skills in specialised areas?*

What is the personality of your company? *Are you formal or easy-going (or a bit of both – work hard and play hard?)*

Are you friendly, innovative, authentic? *This message should be consistent across all marketing material.*

What is your company's tone of voice? *It could be professional and formal, friendly and conversational or empathetic and supportive, for example.*

What are the key messages and value propositions you want to portray?

4. Your copywriting requirements

Please provide details about the copywriting project – what copy do you require? *This could include web pages, emails, adverts, articles.*

Is there any existing copy that the copywriter could review to better understand your company's style? *Please share it if applicable.*

For each, are there any constraints, for example word counts or design elements?

What are the deadlines for the first draft/ second draft/ final copy?

Are there any SEO keywords that should be included? *An SEO keyword is a specific word or phrase that website creators and marketers use to ensure that your company will be visible on internet search engines, like google.*

What essential messages should be included?

Are there any messages that should be avoided?

5. Copywriting project goals

For each copywriting output, what is the most important action you would like your customer to take?

What will the Key Performance Indicators (KPIs) to measure success be?

6. Any additional information

Use this box to write any additional information that may be useful to the agency:

7. Attachments

Please attach with this document:

House style guide:	Yes	No	Please list any other attachments here:
Market research:	Yes	No	
Existing branding documents:	Yes	No	

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