



Affordable, creative, engaging copy.  
Tailored to your business.

## Copywriting Brief

This brief is a really useful document. In a nutshell, it tells me everything I need to know about:

- Your business
- Your products / services
- Your target audience
- The copy you need from me

The more detail you can include, the better. For one, it will help me generate the most accurate quote for any work you want completing. And second, you are much more likely to get the copy you want at the first time of asking. Please contact me if you are unsure anything below ([jwcopywritingservices@gmail.com](mailto:jwcopywritingservices@gmail.com)).

Filling in this brief **does not in any way** oblige you to commission my services, **nor does it in any way** bind me into taking project work from you. The document is solely to help me better understand your project and allow for the generation of an accurate quote for my copywriting services.

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Fill out the following sections in as much detail as you can.

### SECTION 1: ABOUT YOU

Name: Click here to enter text.

Email: Click here to enter text.

Business / Company: Click here to enter text.

Contact Tel: Click here to enter text.

### SECTION 2: PROJECT DETAILS

What do you need writing?

*E.g. article, blog post(s), web copy, or product / category page descriptions.*

Click here to enter text.

Do you have any specific limits in terms of a word count?

*This can be strict (e.g. between 480 – 500 words) or more general (e.g. between 750 – 1,000 words).*

Click here to enter text.

What is the subject of the writing?

*The more detail you can give me here, the better.*

Click here to enter text.



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#### Project context (if applicable)

*Is this part of a larger project? If you have already produced similar copy previously, could you provide examples (web links or pdf). It would also be useful to know where the piece will appear (examples again are very useful).*

Click here to enter text.

#### Business / Company Information

*Tell me about your business and its ethos. This helps with creating the appropriate tone of any copy, ensuring it is in line with your overall strategy.*

*E.g. Are you a start-up? Are you rebranding a particular area? Do you have a niche / unique selling point? How do you communicate with your customers? Are you humorous, personal and friendly, or professional and formal?*

*If you already have this information somewhere on your website, just put the link below and I'll take a look.*

Click here to enter text.

#### Target Audience

*This is really important. Any and all information you can supply about your customer demographic / target audience helps me write you the perfect copy.*

Click here to enter text.

#### Call to Action

*Basically, why do you want the copy written!*

*Should the call to action be to generate clicks on your website's contact page? Or do you want to push customers towards taking advantage of an offer / promotion? Or something else?*

Click here to enter text.

#### Keywords (if applicable)

*In the age of Google, search engine optimisation (SEO) can be the difference between making it onto page 1 of the Search Engine Ranking Pages (SERPs) and being lost on page 20.*

*Let me know what search terms (including any localisation or variables) you want to be included, such as 'electricians in Birmingham'. This will help with optimising the placement and density of your keywords, which all plays very well with Google's algorithms!*

Click here to enter text.



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Images / Layout (if applicable)

*Do you have any images you want me to include? Is there a particular layout you want me to follow? Note: If you need me to follow a particular style, then I will require a style guide before commencing the work.*

Click here to enter text.

Information specific to the project (if applicable)

*Please provide here any information that you want adding into the copy. E.g. if you want me to write about a certain event, I'll need relevant details / links to sources to ensure they are included.*

Click here to enter text.

Do you require me to complete any research for this project? (if applicable)

*E.g. Do I need to undertake any interviews? Do I need to research industry-specific knowledge or data?*

Click here to enter text.

Additional information (if applicable)

*If there is anything not covered by the responses above, then please include this below.*

*E.g. Are there certain phrases / words you really want (or don't want) me to use? Do you have strict limits on words / characters for headings (this is also relevant if you need a meta description writing or have limited space). Do you want me to include internal / external links in the copy? (if so, where and what are they?)*

Click here to enter text.

### **SECTION 3: DEADLINES**

*If required, please state below the deadline for when you need the final copy delivered*

*Note: If necessary, build in time if you feel you'll want to use the additional revisions built into the project quote (see Terms and Conditions for more details).*

Click here to enter text.

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Thank you for taking the time to fill out this copywriting brief.

Please send it to [jwcopywritingservices@gmail.com](mailto:jwcopywritingservices@gmail.com)

Within **2 working days** of receiving this form, I will provide a quote for my services.