



Copywriting Brief

Your business

What are your products or services? What sector are you in and who are your clients?

The more we know about you, the better our foundation when we write.

Objective

What are your objectives for this project?

For example, to get readers to click on a link or inform readers about a new project or service

Audience

What is the target audience for this project?

Please give details about demographics, job role, type and size of company. It can also help to think about what else they read, such as trade magazines or newspapers. The more specific you are, the better focus we can achieve. If you have reader personas, please share them too.

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Key messages

Are there any points or themes we must include or avoid?

For example: an outline, key messages, talking points, corporate guidelines etc? Please provide as much information as possible.

Call to action

Are there any specific actions you want the reader to take?

For example, is there a website they should visit or a number they should call?

Use case

What kind of document is it? How will it be used?

Examples include:

White papers, How-to guides, case studies, web copy, blog posts, newsletters, brochures, emails, PowerPoint presentations. If for the web, does it need to be SEO friendly or do you have SEO guidelines?

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Copy length

How many words do you need?

We charge by the word, so accurately understanding your requirements here is essential to pricing the project. Some rules of thumb:

- A web page is typically 250-500 words
 - A page of A4 without illustrations is typically 400-500 words
 - With lots of pictures and bigger text, perhaps 300-400 words
 - An email is usually 150-250 words
 - Case studies are typically 500-1,000 words
 - White papers are usually 1,000-2,000 words (but can be much longer)
 - One minute of slow spoken English is about 250 words
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Language

What language would you like us to write in? Will you want us to translate what we write?

Frequency

Is this a one-off project or are your requirements ongoing? Please give details.

Please let us know frequency, volume, and anything else we might find helpful.



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Style guidelines

Do you have any style guidelines, corporate style manuals or other pointers?

Reference material

What resources can you give us to support the project?

For example, existing white papers, presentations, product data sheets etc.

Delivery format

We usually deliver copy using Microsoft Word. Do you have any special formatting requirements?

For example, do you need us to use a document template or provide additional information copy such as web page meta descriptions and keywords?

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Approval and feedback

Who, exactly, has the authority to sign this off? Who will be involved in giving feedback?

We prefer working with one client 'editor' who can commission and sign off projects and who collates all the feedback from internal stakeholders. (Note that material changes from the agreed brief may incur extra costs and delays)

Deadline

What is the deadline?

We need to plan the work to fit our schedule so the more time you can give us the better job we can do. Last-minute rush jobs may incur a higher fee!

Thank you!

Please send this brief to your Sure Languages project manager, or upload at Step 2 of our online quote process at sure-languages.com/copywriting-services