



A QUICK GUIDE TO COPYWRITING BRIEFINGS



WHO?

We'd love to get to know you better

- **What does your company do?**
What's your main line of business? B2B / B2C / non-profits or public authorities?
- **How does your company position itself?**
What are your core values?
Your mission and vision?
- **Do you have a set tone of voice?**
Formal/informal?
Do you use contracted verb forms (we are/we're, is not/isn't)?



WHAT?

Tell us more about the assignment

- **What's the text about?**
What is its main message?
- **Which channel/medium will you use to disseminate the text?**
Online/offline, website, social media, blog, brochure, magazine, annual report, campaign, ...
- **What's the envisaged deadline?**
When would you like us to send you the final version?



A QUICK GUIDE TO COPYWRITING BRIEFINGS



FOR WHOM?

Introduce your target audience

- **Who is your main target audience?**
Who will be reading the text, or whom do you hope to reach?
- **How do you want your target audience to react?**
What's the goal of the text? Any call to action?
What result(s) are you hoping to achieve?
- **What does your company offer its target audience?**
What are your USPs (Unique Selling Points) and ESPs (Emotional Selling Points)?
What sets you apart from the competition?



HOW?

Any material we should take a look at?

- **Reference material, including recent copy**
- **Similar communication by competitors/partners of interest**
- **Documentation**
Websites, manuals, research, testimonials, images, ...
- **SEO guidelines**
Relevant keywords, search terms you want to be found under, ...
- **Specific info**
Technical jargon/list of terms to be used, do's & don'ts, ...