

Key elements of a copywriting brief.

Providing the following information helps set-the-scene for the copywriter, giving a broader understanding of the nature of the business, its market, and the key messages to communicate to its customers or stakeholders.

Successful copywriting should be concise, focussed on defined messages, and clearly targeted at a specific audience using a tone and style appropriate to their expectations.

1. Background Information:

- Business plan or Marketing plan (if available)
- Brief description of the company or organisation, the nature of the market or working environment, and its operational activities.
- Any other information you think would be relevant to the project.

2. Job outline:

- Description of the project.
- Design elements of the project e.g. website, brochure, report etc.
- Information about the designer or web-developer.
- Wireframe or layout template for the text in each design element.

3. Objectives:

- What are you hoping to achieve with the materials?
- What are the intended benefits to the company or organisation?
- What are the key messages or value proposition you are trying to communicate?

4. The audience:

- Who are they?
- What are their needs?
- Where are they?
- How are you going to reach them?

5. Outcomes:

- What do you want the reader to do as a response to reading the copy?
- What follow-on actions do you have planned?

6. Mandatory information:

- Any information that must be included or written in a particular way – for example, product names or references to sponsors or funding bodies etc.

7. Timescales and budget:

- When do you need the first draft?
- What is the final date for the completed copy?
- Budget constraints?