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**GENERAL COPYWRITING BRIEF**

**This is your chance to tell me everything.**

You can use this form to tell me all about your business, your industry, your ideal customers and why they should work with you.

Type your answers in the boxes provided. The boxes will expand as you fill them.

The more information you can provide, the better. But if you can’t answer a question, or feel it isn’t applicable to your project, please just leave it blank.

**NEED SOME HELP?**

If you need some help to complete the brief, you’ll find [my online guide here](https://www.jennylucascopywriting.co.uk/2023/05/a-guide-to-completing-my-copywriting-brief/).

Or you can buy an hour of my time and we’ll complete the brief together.

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| **SECTION 1: Your contact details** | iStock_000019666774XSmall.jpg |  |

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| Company name\*: |  |
| Contact name\*: |  |
| Contact telephone\*: |  |
| Contact email\*: |  |
| Company mailing address\*: |  |
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| Company website address: |  |

\*Required

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| **SECTION 2: Your project** | iStock_000019666774XSmall.jpg |  |

**Is this project a one-off or is it part of a larger project or campaign?**

How does this project fit in with your other projects or campaigns?

Is there anything I should be aware of before I start?

For example:

*The advert is an addition to a series of adverts we put out last year. We’re looking for something that will continue that theme with the same approach and tone. But this one is to advertise a new product.*

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**What are the main aims of this project?**

Why have you asked for this project and what do you want to happen as a result?

For example:

*We want to get more visitors to our website and we want to make more sales.*

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**What action do you want your readers to take after reading the copy — and why?**

What do you want them to do or where do you want them to go?

And ***why*** should they take that action? What’s the benefit for them if they do?

For example:

*We want our readers to start a free trial of our application. When they do, they can start creating custom templates immediately and will have access to all the features for 10 days.*

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**Are there any suitable resources I can use to get further information?**

For example, you can include:

* Web addresses of any relevant professional organisations or governing bodies
* Links to any official reports, white papers and studies
* Links to any other helpful websites, articles or online materials
* Links to online forums where your ideal customers hang out.

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| **SECTION 3: Your offering** | iStock_000019666774XSmall.jpg |  |

**Describe exactly what you do in plain English**

*K*eep it simple, and be as clear and specific as you can.

For example:

*We rent out luxury holiday cottages in Devon.*

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**What is your value proposition?**

Your value proposition is a short paragraph that outlines why your prospects would choose your product or service and how it will benefit them. You don’t need to worry about writing the paragraph itself, but you do need to decide on what will go into it.

For example: *Our weather app is convenient and can be accessed from your phone. It provides highly accurate weather readings for the five days ahead. It’s easy to use and understand. It helps you plan the best days for trips, drying washing, gardening, farming tasks etc.*

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**What are your unique selling points (USPs)?**

What makes you different to your competitors?

How are your products/services different to theirs?

Or how is your brand different?

For example: *Our slogan t-shirts are available in the widest range of sizes from XXS to 4XL. We offer 5 more custom design options than our closest competitor and free delivery on orders over £20.*

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**How does the value of what you offer compare to others in your industry?**

Is what you’re selling at the higher or lower end of the scale?

What’s the price range for your products/services?

For example: *Standard sofas range in price from £150 to £5,000. Our sofas offer superior comfort, are made from luxury materials and have a high market value. The price range is between £1,999 and £4,999 per item.*

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| **SECTION 4: Your business/brand** | iStock_000019666774XSmall.jpg |  |

**Tell me about your business/brand and how it started**

* When and how did your company begin?
* Who started your company?
* Why was your company set up?
* What problems did you set out to solve?
* How did you plan to do things differently?

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**What are you best known for — or what would you like to be best known for?**

What’s the first thing you want people to think of when they hear your name/brand name?

It could be a word, a description or a slogan.

For example:

* *We’re known as ‘the tyre people’*
* *I’m known as an outspoken, no-nonsense business mentor who gets amazing results for my clients.*

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**What is your brand’s purpose?**

What is your brand’s reason for being, beyond making money.

Why do you do what you do?

For example: *We put product development in the hands of the people. With 3D printing, they can create the tools to solve their own specific challenges and potentially develop solutions to wider problems.*

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**What is your brand’s vision?**

Does your brand have a vision for the future?

Is there an ultimate goal or change you want your brand to make?

If you have a specific target, include this, too.

For example: *Our brand vision is to make 3D printing accessible to everyone.*

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**What is your brand’s mission?**

What steps are you taking to make your brand’s vision a reality?  
  
For example: *Our brand mission is to simplify 3D printing software, so anyone can use it.*

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**What are your brand values?**

Your brand values are what your business stands for, what you care about and what’s most important to you. These values should be demonstrated in the way your business operates.

Most businesses have around 5-10 different values.

If you haven’t decided on your brand values already, here are some examples to inspire you:

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| *Accessibility*  *Accuracy*  *Adventure*  *Ambition*  *Appreciation*  *Attention to detail*  *Beauty*  *Boldness*  *Challenge*  *Clarity*  *Cleanliness*  *Collaboration*  *Comfort*  *Commitment*  *Community*  *Compassion*  *Courage*  *Craftsmanship*  *Creativity*  *Curiosity*  *Customer-focused*  *Determination*  *Dignity* | *Directness*  *Discipline*  *Discovery*  *Discretion*  *Diversity*  *Education*  *Ease of use*  *Empathy*  *Empowerment*  *Energy*  *Entertainment*  *Enthusiasm*  *Entrepreneurial*  *Environmental*  *Evolution*  *Excitement*  *Exhilaration*  *Exploration*  *Experimentation*  *Fairness*  *Faith*  *Family*  *Fascination* | *Flexibility*  *Fortitude*  *Freedom*  *Freshness*  *Fun*  *Generosity*  *Humility*  *Imagination*  *Impact*  *Individuality*  *Influence*  *Insight*  *Integrity*  *Joy*  *Leadership*  *Learning*  *Luxury*  *Openness*  *Optimism*  *Originality*  *Passion*  *Perseverance*  *Playfulness* | *Popularity*  *Positivity*  *Precision*  *Proactiveness*  *Progress*  *Quality*  *Recognition*  *Resilience*  *Safety*  *Satisfaction*  *Security*  *Service*  *Simplicity*  *Stability*  *Sustainability*  *Teamwork*  *Transformation*  *Transparency*  *Truth*  *Warmth*  *Wellness*  *Willpower*  *Wisdom* |

For each value, it would be helpful if you can also explain why it’s so important to you and how you’re committing to it.

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**What do you want your brand to ‘sound’ like?**

There are three options for answering this question.

1. If you already have a brand voice you’d like to use, you can send me some examples in the form of social media posts, email marketing and blog posts. Or if you have tone of voice guidelines, you can provide those for me separately.   
     
   Let me know what you’ll be providing, or link to it, in the box.

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1. If you have examples of brand copy you like from other companies, add links to the company websites in the box.

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1. Give me 3-5 words that describe how you’d like your brand to sound. You can use your own words and/or choose from the words below:

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| *Adventurous*  *Ambitious*  *Approachable*  *Assertive*  *Assured*  *Authoritative*  *Bold*  *Blunt*  *Brave*  *Carefree*  *Caring*  *Casual*  *Charming*  *Chatty*  *Cheerful*  *Confident* | *Conservative*  *Conversational*  *Daring*  *Down-to-earth*  *Eco-conscious*  *Edgy*  *Elegant*  *Empowering*  *Encouraging*  *Enthusiastic*  *Exclusive*  *Expensive*  *Expert*  *Formal*  *Frank*  *Fun* | *Humorous*  *Indulgent*  *Inspirational*  *Irreverent*  *Joyful*  *Knowledgable*  *Luxurious*  *Magical*  *Modern*  *Motivational*  *Nostalgic*  *Official*  *Optimistic*  *Playful*  *Positive*  *Progressive* | *Provocative*  *Punny*  *Regional*  *Romantic*  *Sarcastic*  *Silly*  *Sophisticated*  *Supportive*  *Thoughtful*  *Traditional*  *Trustworthy*  *Upbeat*  *Uplifting*  *Understanding*  *Whimsical*  *Witty* |

Insert your 3-5 words in the box.

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**Do you have any special accreditations or achievements you’d like to mention?**

For example: *Professional/trade memberships, professional accreditations, relevant qualifications, award nominations or wins*.

With each answer, include a brief description of the accreditation/qualification/award/nomination and what it means.

For example: *We’re chartered marketers and members of the Chartered Institute of Marketing (CIM), which shows our commitment to continual development and gives us greater credibility with our clients.*

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| **SECTION 5: Your ideal customers** | iStock_000019666774XSmall.jpg |  |

**Who are your ideal customers?**

Your ideal customers are the people/businesses who are the best match for the products/services you offer. These are the people your copy will be speaking to.

Can you tell me about their:

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| Age range: |  |
| Gender: |  |
| Location: |  |
| Culture: |  |
| Job titles: |  |
| Annual income: |  |

**How do you decide if a new prospect is a good fit for your product/service?**

How do you qualify your prospects and what do you want to see from them?

How do you know if they’re ready for what you can offer them?

For example: *To get the most from our course, they need to be open-minded, have a positive mindset and be willing to try something new. They must also be able to afford our fee.*

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**What problems are you going to solve for your ideal customers?**

What’s their biggest struggle, pain point, frustration or fear?

What’s the problem that’s keeping them awake at night?

For example: *Their admin systems are outdated and ineffective. They’re spending hours doing things that could be done in minutes. Our automation software will solve these problems.*

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**What are your ideal customers’ interests, ambitions, dreams and desires?**

What’s their ultimate goal or interest?

What do they want most?

This is more than just a benefit or feature — it’s something transformative that will change their lives.

For example: *They want a better work-life balance where they can earn what they know they’re worth without working 7 days a week.*

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**What are the main decision-making criteria for your ideal customers?**

What are the most important things that will influence them to buy from you?

For example, these could be things like:

* *Price*
* *Time saving*
* *Quality*
* *Reliability*
* *Value.*

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**When your prospects don’t buy from you, what stops them?**

For example:

* *They don’t have the budget*
* *They don’t think they need it*
* *They don’t really understand it*
* *It’s not a priority for them right now.*

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**How do you want to make your ideal customers feel?**

For example:

* *We want to make them feel confident that they’re in safe hands.*
* *We want to make them feel excited and like anything is possible.*

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**What are some of the questions your prospects often ask you?**

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**Who *don’t* you want to work with/sell to?**

Think about the bad experiences you’ve had with customers in the past.

What was it about those customers that made them difficult?

What kinds of customers do you want to avoid in the future?

For example: *We don’t want to work with people who won’t follow our procedures or refuse to listen to our advice.*

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| **SECTION 6: Your competitors** | iStock_000019666774XSmall.jpg |  |

It’s important that I understand who your competitors are, so I can differentiate your business from theirs and help you compete effectively against them.

***Not*** because I want to copy them.

**What companies/brands do you see as your direct competitors?**

These are the companies/brands that are offering essentially the same product/service as you.

List the links to their websites in the box.

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**What do you see as your competitors’ main strengths?**

What do you admire about them?

What are they doing right?

For example: *Company A is long-established with a good reputation. Company B has the latest equipment and technology.*

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**What do you see as your competitors’ main weaknesses?**

What aren’t they doing so well?

What haven’t they got right?

For example: *Company A offers a very limited range of services. Company B is only marketing to young, tech-minded business owners and doesn’t have wide appeal.*

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**What sets you apart from your main competitors?**

For example: *We offer a wider range of services. We serve a larger area. We have more experience in…*

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**What are the other alternatives to what you’re offering?**

Imagine your product or service doesn’t exist.

How would your prospects be solving their problem without it?

What would they be doing instead?

For example: *The alternative to using our marketing service is that prospects do the work themselves. If they do, it’s likely they won’t get such a good result because they don’t have the marketing knowledge and experience we can offer them.*

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| **SECTION 7: Your website** | iStock_000019666774XSmall.jpg |  |

This section is only relevant if I’m writing copy for your website.

If your project isn’t for web copy, you can skip to the next section.

**What do you need the web copy for?**For example is it:

* *An overwrite of your existing website?*
* *A redesign of your existing website?*
* *A brand new website?*

If you’re getting your website designed or redesigned, do you already have a web designer onboard and have they started work yet? Are they planning to start work on the site or will they be waiting for the copy?

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**What search terms would people type into Google if they wanted to find a business like yours?**

For example, if you’re a party planner covering Essex, your prospects might search for:

* *Party planner Essex*
* *Party organiser Essex*
* *Hen party planner*
* *Birthday party planner*
* *Anniversary party planner*
* *Launch party planner.*

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**What search terms would you ideally like to be ranking for?**

If you already have an idea of what search terms you’d like to rank for, enter them in the box.

I can’t promise anything, but I can research them for you.

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**If you already have a website, do you know where it’s currently ranking and what search terms it’s being found for?**You can find this information on Google Search Console, if you have it attached to your site.

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| **SECTION 8: Anything else?** | iStock_000019666774XSmall.jpg |  |

**If there’s anything else you’d like to add, you can write it in the box below.**

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| **We’re almost there!** | iStock_000019666774XSmall.jpg |  |

**What to do next:**

1. Save this completed form on your computer.
2. Email the completed form to [jenny@jennylucascopywriting.co.uk](mailto:jenny@jennylucascopywriting.co.uk)

**Thanks for your time. I’ll be in touch soon.**