

# Sumantha McMahon

Copywriter & Content Writer

## Brief

### Contact Details

Date	
Brief given by (name and role)	
Brief taken by	

### Project Introduction

Company Name	
Company Nicknames (Internal or External)	
Project Contact	
Email Address	
Telephone Number	
Project Budget/Estimate	
Major Deadlines	
Constraints e.g. word count, design	

### Schedule

First Action Required	
Deadline	
<b>Subsequent Actions/Stages &amp; Deadlines</b>	
<i>Initial Concepts</i>	
<i>Design Information</i>	
<i>Draft</i>	
<i>Feedback</i>	
<i>Final Revisions</i>	

### Project Information

Project Description <i>What are we doing?</i> E.g. marketing literature, sales literature, website content, direct mail (email or letter), blog posts	
Objectives/Purpose <i>Why are we doing it?</i> E.g. build brand, generate immediate response, attract leads, raise awareness etc.	
Goals	

<i>Short - Mid - Long Term.</i>	
How will success of meeting objectives and goals be evaluated/measured?	
Where will the content be used and re-used?	
Where are you currently positioned in the marketplace? <i>Current and if relevant, required positioning? (Actual and Perceived)</i> <i>SWOT Analysis</i>	

## Target Audience

Who is your target audience? <i>Professional - nature of business, position held etc.</i> <i>Personal - age, gender, socio-economic etc.</i>	
What is the single most benefit that will appeal to target audience? <i>Why is product/service important to customer?</i>	
What are the secondary benefits?	
Rationale - why should your audience believe what you claim?	
Call-to-Action/Response <i>What response are you seeking?</i> Increase general awareness, change attitudes, to buy etc. <i>Are there any immediate responses required?</i> To email, telephone or respond in some other way.	
Tone & Style <i>What kind of language should be used: casual, formal, authoritative, friendly, humorous, serious etc.</i> <i>Are there any examples of existing material as well as style guidelines that can be provided?</i>	

## Company & Customer Information

Company Background & Values E.g. how did the company form? what is the company's philosophy, vision and mission?	
Customer Pain Points <i>What keeps them awake at night? What influences their decision to buy?</i>	

Barriers to Purchase <i>What makes it difficult for them to decide/buy?</i>	
Value Proposition <i>What do you do to solve those frustrations?</i> <i>What is the real value that you offer?</i> <i>What key statement summarises the main benefit of your product/service?</i>	
Competitors & Industry Bodies <i>So that I can get a feel for the market/industry you operate in.</i>	
Alternatives to Your Product/Service	
USP	
Testimonials	
Brand Personality (5 words or less)	
Existing Marketing Material	
Clubs, Industry Memberships & Awards <i>How do you validate your experience?</i>	

## Project Specifics

### Needs completion per webpage/product/ service

Objectives (if they differ from project objectives)	
Features	
Benefits	
Why should someone choose this over another product/service?	
Call-to-Action (if different from previously stated)	
<b>Additional info:</b>	
Research	
Images	
Keywords	
Content Tags	