

THE

# PERFECT BRIEF

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HOW TO GET THE BEST FROM YOUR COPYWRITER

BY COMMA CHAMELEON

THE DETAILS  
THE QUESTIONS  
EVERYTHING

The importance of a good brief cannot be overstated. If you want to get the best from your copywriter, it will pay dividends to tell them everything they need to know before they put finger to keyboard. Herewith, your template for the perfect brief...

# COPYWRITER'S BRIEF

**COMPANY NAME:**

**TAGLINE OR MOTTO:**

**CONTACT FOR THE PROJECT:**

## THE PROJECT

**PROJECT DESCRIPTION**

**TARGET AUDIENCE**

**tone and style**

**OBJECTIVES**

**CALL TO ACTION**

**CONSTRAINTS**

**SCOPE AND INCLUSIONS**

**KEY WORDS/PHRASES**

**DEADLINES**

First version required by:

Final sign-off:

# COPYWRITER'S BRIEF

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## THE PRODUCT

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**WHAT ARE WE SELLING?** \_\_\_\_\_

**WHAT ARE THE FEATURES?** \_\_\_\_\_

**WHAT ARE THE BENEFITS OF USING/BUYING IT?** \_\_\_\_\_

**WHAT MAKES YOUR PRODUCT BETTER THAN SIMILAR ONES?** \_\_\_\_\_

**CALL TO ACTION** \_\_\_\_\_

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# COPYWRITER'S BRIEF

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## THE COMPANY

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**COMPANY BACKGROUND** \_\_\_\_\_

**IDEAL CUSTOMER** \_\_\_\_\_

**CUSTOMER PAIN POINTS** \_\_\_\_\_

**BRAND VALUES** \_\_\_\_\_

**BARRIERS TO PURCHASE** \_\_\_\_\_

**VALUE PROPOSITION** \_\_\_\_\_

**BRAND PERSONALITY** \_\_\_\_\_

**COMPETITORS** \_\_\_\_\_

**USP** \_\_\_\_\_

**VIABLE ALTERNATIVES** \_\_\_\_\_

**MEMBERSHIPS & AWARDS** \_\_\_\_\_

**TESTIMONIALS** \_\_\_\_\_

**EXISTING MARKETING** \_\_\_\_\_

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# COPYWRITER'S BRIEF

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## ADDITIONAL INFORMATION

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**WHAT ELSE DO WE NEED TO KNOW?**

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