

COPYWRITING CREATIVE BRIEF	
Client Name:	Client Email and Ph #:
Name of Company:	
Description of Product/Service:	
Date required:	
Task: What needs to be made?	
What is the primary purpose of this piece?	
Objectives: What do you want to achieve?	
Target Market: You may have more than one target market. Please nominate them in order of importance to you. Please be as specific as possible about the 'person' you are targeting.	
Features and Benefits: What will this service/product do for your customers? How will it make their life easier/richer/happier? Feature # 1: Benefit # 1: Feature # 2: Benefit # 2: Etc	
Creative Proposition/Single-Minded Proposition: (what's the most important message you want to leave in the consumer's mind?)	

Supporting evidence/Proof of Claim: ie. what customer testimonials, examples, awards, accolades etc can you supply?

Tone of voice/Product Personality: ie nominate 3 or 4 words to describe the 'voice' of the piece eg. warm, friendly, officious, classy, blue collar, down to earth, elegant etc.

Call To Action: What do you want the reader to do as a result of reading this piece eg. call you, take up an offer, email you, ask for a quote, ask for a meeting.

The Offer/Incentive: What you can offer the reader that will compel them to consider you (rather than the competitors). It needs to be high value and relevance but low cost eg. free report, free audit, free consultation, free DVD, an upgrade, a bonus gift, a discount.

Campaign timing: Is it seasonal? Is there a theme that needs to be incorporated into the piece?

Essential requirements/Mandatories: what must appear on the piece eg. trademarks, logos, disclaimers etc. Please list here in the correct wording.

Constraints: What can't we say or mention? Are there legal considerations about what we say and not say?