

Copy Brief Creation Template

Allday Creative (<http://alldaycreative.com>)

How to use this document...

Firstly, **don't panic!** It's not a test. You won't be graded. *And you can't possibly fail.*

- This quiz is designed to get you thinking about...
 - Your business ("what you do")
 - Your customers ("who they are")
 - Your relationship with your customers ("how do we help them?")
 - The sort of language we can use to get your message across.

Secondly, **you don't have to answer all the questions.** You don't have to answer them all in order. You don't even have to answer them all in the spaces provided (although if you do, it would definitely help).

"Why so many questions? Can't you just figure it out?"

In short, no. You might have been doing what you do all your life. But I have no idea how your business works. Your situation is unique. These questions will help me understand exactly what you do – *and how I can create copy that's specific to you.*

How long will it take?

As long as you like (but probably less than an hour).

There's 15 questions here. Take 15 minutes, 30 minutes, take an hour. *Take as long as you need.* Not sure about something? Consult your manager or ask your marketing team. But don't spend too long searching for answers – they don't have to be perfect. I'm the writer. Just give me ideas.

Ready?

1. Describe, in plain English, what your company does.

- Explain *who you are* first, then explain *what you do*. For example, “we are a factory... we are a shop... we are a website... we are a software development team...” then “we manufacture phone handsets, we develop apps for the android platform, we sell bicycles, etc”
- Avoid buzzwords or business-speak (e.g. “we provide solutions”, “we enable companies to leverage their investment and generate increased ROI” etc).

2. How do you *help* your clients? What benefits do you offer them? How are their lives / businesses enriched by your product / service?

- For example, “the bicycles we sell from our online shop get you from place to place faster than walking, but cost less than a car, and are better for the environment! Best of all, we deliver!”

3. What is the main objective you hope to achieve with the copy?

- For example, to attract new customers, retain old customers, make your brand sound more modern, enable you to charge higher prices by positioning yourselves as a ‘premium’ product, etc.

4. What is your USP? (i.e. something your competitors can't provide)

- For example, we are 50% cheaper than our nearest competitor, we have twice as many staff, all our staff have a university education, we sell our product in more colours than our competitors, our product is proven more reliable, lasts twice as long, etc.

5. Do you have any evidence to support your claims?

- Case studies, product reviews, testimonials etc.

6. Do any of your competitors provide a similar service? Who are they? What are their strengths? What does their marketing (website, brochure, etc) look like. *Provide links to their websites if possible.*

7. Who is the main audience -- who will be reading the copy? *Provide as much information about the client as possible.*

- For example, age, income, company size, job title, location, interests, political affiliation, choice of newspaper, gender -- anything that can help identify the reader.
- e.g. "Our clients are typically aged 30-40, have £1000 to spend, are university educated, female, interested in the arts and the environment, liberal, iPhone users, married but don't have children, etc"

8. Is there a secondary audience who should also be targeted *in addition* to the main client?

- For example, if you supply beauty products to high street stores, you might also want to supply them to spa owners as well – they're not your main audience, but it's worth considering them in the copy.
- Ask yourself – is there anyone *else's* business you wouldn't mind targeting?

9. What is the primary *conversion* objective of the copy?

- A conversion goal is anything you want your website to achieve.
 - It could be an enquiry about your product by phone or email...
 - A sign up to your site or subscription to your newsletter
 - A click-through to another site
 - More comments on your blog or inbound links from other sites ("linkbait")

10. Are there any secondary objectives?

- For example, increased brand awareness, greater number of purchases by under-25s, website (and copy) featured on another prominent site, etc.

11. What sort of copy do you like? Do you have a preference for *tone of voice*?

- Conversational? Friendly? Formal? Professional? Educational? Funny? Light-hearted?

12. If your business was a person, who would they be?

- For example, Steve Jobs, Barack Obama, Don Draper, A 37 year old man in a suit, a 27 year old hipster, a teenage girl with pigtails, a Mercedes Benz driver, Al Pacino in Scarface, the sort of person who always wears a watch, etc

13. What do you like about your current copy? What *don't* you want me to change?

- e.g. short, concise, headline-driven

14. What don't you like about your current copy?

- e.g. too technical, too pushy, too long, too boring, etc



15. Additional information – *now I've got you thinking, is there anything else you think I need to know?*

