**\*\*GUIDELINES ON HOW TO PUT YOUR BRIEF TOGETHER\*\***

* We need to know more about you, your business and your target audience so that our writers can produce quality and relevant text.
* Please ensure that you complete this briefing document as accurately as possible, the more in depth the brief the more we can assist you. Please ensure you do a thorough **spelling** check (if applicable).
* Please ensure you submit your completed briefing document to your writer within 3 days of project activation.
* Please take note of the time-line for each package. These are detailed below. Your timeline starts from the date of activation.
* If you require any assistance with this document then please speak with our friendly sales consultant or your writer.
* Once a project has been activated, your Project Manager will also assist you with any queries you have during development.
* The complete scope of your product will have been detailed in quote and related invoice. This is a standard briefing document.
* **Legal compliance**. You need to follow all Copywrite laws. We cannot directly copy any content. If there is specific text that you would like included, this would need to be “quoted” and referenced.
* If you have bought a website package in combination to your Copywrite package – we will activate your website development one week after your Copywrite package. This avoids delays to your website build.

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**STEP ONE: Your Package**

To ensure you are completing the information for the correct package – please highlight the one you purchased (this information can be found on your invoice):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TEXT COPYWRITE: **750**   * Up to 750 words original content, for a single website, broken up into a maximum of 4 parts. * 1 main draft concept, 2 reviews. * 14 Day time-line. Up to 4 Development hours. * Including: up to 30 mins brief, up to 30 mins research, up to 120 minutes writing, up to 60 minutes review and amendments (very important). |  | TEXT COPYWRITE: **1000**   * Up to 1 000 words original content, for a single website, broken up into a maximum of 5 parts. * 1 main draft concept, 2 reviews. * 21 Day Timeline. Up to 5 Development hours. * Including: up to 30 mins brief, up to 45 mins research, up to 150 minutes writing, up to 75 minutes review and amendments (very important). |  | TEXT COPYWRITE: **1500**   * Up to 1 500 words original content, for a single website, broken up into a maximum of 8 parts. * 1 main draft concept, 2 reviews. * 28 Day time-line. Up to 8 Development hours. * Including: up to 40 mins brief, up to 60 mins research, up to 250 minutes writing, up to 130 minutes review and amendments (very important). |

After you have briefed your writer, they will do some basic **research** and compile your first draft. You will then have the opportunity to review this and offer feedback for amendments.

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**STEP TWO: Your Business**

Please give us a little more information about your business and what you do. If your company has a Motto or Mission statement, please also include this below:

|  |  |  |
| --- | --- | --- |
| **Business Name** | : |  |
| **What your business does** | : |  |
| **Business Website URL**  (If applicable) | : |  |
| **What sector is your business in?** | : |  |
| **Your businesses Motto** | : |  |
| **Your businesses Mission Statement** | : |  |
| **Is your business service or product orientated?** | : |  |
| **Other Details**  (When your business started, why and how you decided to start your business, milestones, changes in business model, etc) | : |  |

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**STEP THREE: Competitors**

Who are your **competitors**? Please include three of your competitors below – this will help your writer to get a general feel of your industry.

|  |  |  |
| --- | --- | --- |
| **Competitor 1:** | : |  |
| **Company Name** | : |  |
| **Company Website URL** | : |  |
|  |  |  |
| **Competitor 2:** | : |  |
| **Company Name** | : |  |
| **Company Website URL** | : |  |
|  |  |  |
| **Competitor 3:** | : |  |
| **Company Name** | : |  |
| **Company Website URL** | : |  |

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**STEP FOUR: Your Clients**

Who are your clients? Who is tour target audience? Different groups of people react to different forms of **writing**, **jargon** and **lingo**.

|  |  |  |
| --- | --- | --- |
| **Are your clients private individuals, corporates, government, a combination?** | : |  |
| **What sector/s are your clients in?** | : |  |
| **Where are your clients based?** | : |  |
| **What are the general demographics of your target audience?**  (Age, Sex, income bracket, etc) |  |  |

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**STEP FIVE: Quotes**

Are there any specific quotes that you would like featured on your website?

"***The greatest glory in living lies not in never falling, but in rising every time we fall****."* -Nelson Mandela

[HubSpot: <https://blog.hubspot.com/sales/famous-quotes>]

Please add these below:

|  |  |  |
| --- | --- | --- |
| **Quote 1:** |  |  |
| **Text** | : | i.e. : The greatest glory in living lies not in never falling, but in rising every time we fall. |
| **By** | : | i.e. : Nelson Mandela |
| **Referenced from** | : | i.e. : HubSpot: <https://blog.hubspot.com/sales/famous-quotes> |
|  |  |  |
| **Quote 2:** |  |  |
| **Text** | : |  |
| **By** | : |  |
| **Referenced from** | : |  |
|  |  |  |
| **Quote 3:** |  |  |
| **Text** | : |  |
| **By** | : |  |
| **Referenced from** | : |  |

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**CONGRATULATIONS!**

If you have completed all of the above steps, then we have what we need to start. To proceed, please send this document back to your sales consultant.

**We look forward to creating the content for your Business.**

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Disclaimer.

Websitedesign.co.za attempts to ensure the information within this document is correct at the time of publication. It reserves the right to update this document without written notice.