**CLIENT CREATIVE BRIEF**

Client name:

Company:

Date:

Please answer the following questions regarding your business and project. Your responses will help me understand your product or service more, and make the entire copywriting process go a lot smoother, resulting in better turnaround times. It will also allow me to provide you with a more accurate price estimate for your project. For best results, answer with as much detail as possible and/or link to various documents where the information can be found. Thank you!

**GENERAL DETAILS:**

1) What needs to be created? What will its length be (pages, etc)?

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2) What is the objective/purpose of this piece? Where does it fit into the sales process?

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3) When is the deadline for this piece?

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4) How do you currently market your business, product, or services?

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5) If money were not a factor, what would be your ideal marketing campaign?

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6) What are your company’s short- and long-term goals?

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**AUDIENCE**:

7) Who is the primary audience for this piece? Is there a secondary audience?

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8) What are the demographics and psychographics of the target audience(s)? What are their job titles?

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9) ESSENTIAL: When it comes to considering a product like yours, what business problems, needs, and interests are important to this audience? What are the key “pains” of our target audience?

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**YOUR PRODUCT/SERVICE:**

10) Describe briefly what your product/service is and does. What business problems does the product help solve?

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11) What are the key features and benefits of the product/service?

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12) ESSENTIAL: What makes your business, product, or service unique? What is your USP?

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13) Who are your major competitors? Briefly, what are their biggest strengths and weaknesses? What do you do better than the competition?

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14) ESSENTIAL: What claims and key messages do you want to convey about your product? What is the support for those claims and messages (testimonials, specific facts, statistics, endorsements, case studies, etc)?

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15) What are the obstacles and objections that need to be overcome for success?

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16) Do you have a tagline or slogan for your company? If not, have you considered creating one?

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17) What is the tone to be conveyed?

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18) If relevant, what is the offer and you offer a guarantee?

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19) What is the call to action?

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20) Is there anything else that needs to be conveyed about the project?

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