

Copywrong to copywriter: Brief

Project information

Client

(That's you!)

Simon's Organic Muesli

Project

(Give the project a name)

Website and ecommerce store

Background

(Write down everything you know about this project)

Simon's Organic Muesli began in 2007 when Simon decided to start making muesli from his kitchen. In the years since, he's begun selling muesli in local supermarkets and employs two people.

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Audience

Name

Simone

Demographic

Female, 30

Physical mode

Sitting at home after work.

Cognitive mode

Highly educated, sceptical of the hard sell, knowledgeable about health food.

Emotional mode

Tired, has had a busy day, but spending some time online to wind down.

Strategy

What do you want them to think?

‘This muesli is the real deal. They have an answer to every question I ask about their muesli. They seem down to earth.’

What do you want them to do?

(Use one of the objectives from your strategy)

Signup to our newsletter and request a free muesli sample.

What is your strategy?

(Pick action or education)

Action

Why is it your strategy?

She needs to make a quick decision – she doesn’t have time to read a lot.

Tone of voice

(List the three tones of voice from your worksheet. Attempting to write the same thing three different ways is a great way to find words that work.)

1. Positive, casual
2. Dramatic, honest
3. Quirky, off-beat
