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| Name of the company |
| Your company tagline or motto. |
| A contact person for the project. |

**Project-Specific Information**

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| **Project description:** What is it we’re doing here? |
| **Scope and inclusions:** To make sure I don’t miss anything out. |
| **Objectives:** What is it you need this piece to achieve? |
| **Target audience:** Who exactly are you appealing to? |
| **Call to action:** What do you want your audience to do as a result? |
| **Tone and style:** What kind of vibe do you want this piece to have? |
| **Deadlines:** When do you need the final draft done by? |
| **Constraints:** Are there any constraints such as word count or design? |
| **Keywords:** Do you know your keywords? |

**General Business Information**

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| **Company background & values:** How did you get started? What is your company philosophy? |
| **Customer pain points:** What keeps your clients awake at 2am? What influences their decision to buy? |
| **Barriers to purchase:** What makes it difficult to decide/buy? |
| **Value proposition:** What do you do to solve those frustrations? What’s the real value you offer? |
| **Competitors and industry bodies:** Give me a feel for the market/industry you work in. |
| **Alternatives:** What are the alternatives to your product or service? |
| **Your Point of Difference:** How are you different? What makes you so special? |
| **Testimonials:** Do you have any quotes or testimonials from clients? |
| **Brand personality:** Describe the personality of your business in five words or fewer. |
| **Existing marketing material:** I can ensure your new copy complements your current marketing. |
| **Clubs, industry memberships & awards:** Ways in which you validate your expertise? |

**Project-Specific Information**

**For each page or business service,** detail:

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| Objectives [if they differ from the project objectives]. |
| The Features. |
| The Benefits each feature actually provides. |
| Why someone would choose this over another product or service. |
| Call to action [if it differs from the project call to action]. |
| **Must Haves:** Is there anything you specifically want on the page? |
| **Must Not Haves:** Is there anything you really don’t want mentioned? |