



SARAH GILES

w r i t e r & e d i t o r



Name	
Organisation	
Email	
Project title	
Today's date	

Please answer the following questions to brief me on your copywriting project. The more detail you can provide, the better!

Q1: What type of content do you need? e.g. web page, blog post, email copy, annual report, magazine column, feature article, etc.

Q2: When is the project deadline? Even a rough date would be helpful.

Q3: Describe your organisation in two or three sentences. A short summary of what you do – your 'elevator pitch'.

Q4: Who is the primary audience? In addition to basic demographics, describe their role, motivation, fears, possible objections.

Q5: What action should the content lead the reader to take? Think of your goal. What do you want the audience to do after consuming the content?

Q6: Do you have a tone of voice guide and/or house style guide? What written rules should we use to talk about your organisation? Dos and don'ts would be helpful.

Q7: Do you have any good content examples? List relevant sources of your own content that I could use as a 'gold standard'.

Q8: Please use this space to provide any additional information specific to this project that may be relevant.

Please send your completed form to sarah@sarahgiles.co.uk. Thank you!