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| **Supplier** | John Espirian – [support@espirian.co.uk](mailto:support@espirian.co.uk) |
| **Client** |  |
| **Date** |  |



Copywriting brief for Espirian

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| Where will the copy appear? |
| e.g. website, brochure, email sales letter. |
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| What is the project deadline? |
| Even a rough date would be helpful. |
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| What do you hope the copy will achieve? |
| What is the main point of this piece of work? |
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| Who is the primary audience? |
| Lots of detail helps: age, sex, profession, income, interests. |
| Important: Please read my blog post 'Pen portraits' before you answer: [espirian.co.uk/pen-portraits/](https://espirian.co.uk/pen-portraits/) |

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| Is there a secondary audience? |
| Lots of detail helps: age, sex, profession, income, interests. |
| Important: Please read my blog post 'Pen portraits' before you answer: [espirian.co.uk/pen-portraits/](https://espirian.co.uk/pen-portraits/) |

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| How should the copy sound? What is the 'tone of voice'? |
| e.g. friendly, authoritative, unusual. |
| It might help to go through my [**5-minute branding exercise**](https://espirian.co.uk/5-minute-branding/). |

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| Which websites/publications do you LIKE? |
| List sites that the copy should sound like, if any. |
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| Which websites/publications do you HATE? |
| List sites that the copy should not sound like, if any. |
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| Describe your business in two or three sentences |
| A short summary of what you do – your 'elevator pitch'. |
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| What problems do you solve for your customers? |
| Give examples of issues you handle and why customers would pick you. |
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| What is the story behind your business? |
| How did you get started? What has the journey been like? |
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| Who are your main competitors? |
| List local, national and international competitors. |
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Once you’ve filled in as much as you can, please email this document to [support@espirian.co.uk](mailto:support@espirian.co.uk).

END