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Description automatically generated**

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| **Supplier** | John Espirian – [support@espirian.co.uk](mailto:support@espirian.co.uk) |
| **Client** | YOUR NAME |
| **Date** | DD/MM/YYYY |

**Please answer the following 12 questions to brief me on your copywriting project.**

Once you’ve filled in as much as you can, email this document to [support@espirian.co.uk](mailto:support@espirian.co.uk).

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| Q1/12: Where will the copy appear? |
| e.g. website, brochure, email sales letter. |
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| Q2/12: What is the project deadline? |
| Even a rough date would be helpful. |
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| Q3/12: What do you hope the copy will achieve? |
| What is the main point of this piece of work? |
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| Q4/12: Who is the primary audience? |
| Lots of detail helps: age, sex, profession, income, interests. Please read "Pen portraits" before you answer: [espirian.co.uk/pen-portraits/](https://espirian.co.uk/pen-portraits/) |
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| Q5/12: Is there a secondary audience? |
| Lots of detail helps: age, sex, profession, income, interests. Please read "Pen portraits" before you answer: [espirian.co.uk/pen-portraits/](https://espirian.co.uk/pen-portraits/) |
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| Q6/12: 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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| Q7/12: Which websites/publications do you LIKE? |
| List sites that the copy should sound like, if any. |
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| Q8/12: Which websites/publications do you HATE? |
| List sites that the copy should not sound like, if any. |
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| Q9/12: Describe your business in two or three sentences |
| A short summary of what you do – your "elevator pitch". |
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| Q10/12: What problems do you solve for your customers? |
| Give examples of issues you handle and why customers would pick you. |
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| Q11/12: What is the story behind your business? |
| How did you get started? What has the journey been like? |
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| Q12/12: Who are your main competitors? |
| List local, national and international competitors. |
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**END**