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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 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: What type of content do you need? |
| e.g. web page, blog post, case study, ebook, white paper. |
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| Q2: What is the project deadline? |
| Even a rough date would be helpful. |
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| Q3: 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? |
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| Q4: Who is the primary audience? |
| Go beyond basic demographics: think about their role, motivation, fears, possible objections. |
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| Q5: Do you have a Tone of Voice guide? |
| What written rules should we use to talk about your business? Dos and don'ts would be helpful. |
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| Q6: Describe your business in two or three sentences |
| A short summary of what you do – your "elevator pitch". |
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| Q7: What problems do you solve for your customers? |
| Give examples of issues you handle and why customers would pick you. |
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| Q8: What is the story behind your business? |
| How did you get started? What has the journey been like? |
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| Q9: Do you have any good content examples? |
| List relevant sources of your own content that I could use as a "gold standard". |
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**END**