****

|  |  |
| --- | --- |
| **Supplier** | John Espirian – 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.

|  |
| --- |
| Q1: What type of content do you need? |
| e.g. web page, blog post, case study, ebook, white paper. |
|  |

|  |
| --- |
| Q2: What is the project deadline? |
| Even a rough date would be helpful. |
|  |

|  |
| --- |
| 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?  |
|  |

|  |
| --- |
| Q4: Who is the primary audience? |
| Go beyond basic demographics: think about their role, motivation, fears, possible objections. |
|  |

|  |
| --- |
| 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. |
|  |

|  |
| --- |
| Q6: Describe your business in two or three sentences |
| A short summary of what you do – your "elevator pitch". |
|  |

|  |
| --- |
| Q7: What problems do you solve for your customers? |
| Give examples of issues you handle and why customers would pick you. |
|  |

|  |
| --- |
| Q8: What is the story behind your business? |
| How did you get started? What has the journey been like? |
|  |

|  |
| --- |
| Q9: Do you have any good content examples? |
| List relevant sources of your own content that I could use as a "gold standard". |
|  |

Once you've filled in as much as you can, email this document to support@espirian.co.uk.

**END**