



**How to write an
effective brief**

**for your next
copywriting project**

A clear and effective brief will inspire our copywriters in bringing your story or campaign to life on the page

The English alphabet contains just 26 letters but has the capacity to convey vivid stories and compel people to take action and support a cause.

Do you have a great idea for your next campaign, brochure or letter and need to ensure it conveys key content to your audience?

Do you want to know the most effective way to explain your great idea to the team who will be working on developing it?

Our years of experience producing effective marketing and fundraising materials for our clients have enabled us to develop helpful processes for briefing teams and producing creative work that meets (and in many cases exceeds) requirements, whilst staying within your budget.

We've developed the following template to use when writing a brief for your copywriting projects. We believe this template is particularly helpful because it:

- / Sets out clear goals and expectations of the piece of work
- / Provides useful background information about the project
- / Leads to increased understanding of the project and its intended outcomes
- / Reduces the length of time a project takes to reach completion (since a greater depth of understanding at the early stages means fewer amendments are likely later)

To ensure accuracy when briefing a project it is also helpful to remember the following top tips:

- / Be concise
- / Only include relevant information
- / Don't use jargon words (or explain any jargon words you do have to use)
- / Deliver your brief in person if possible

General summary

Project title	
Your Contact Details	
Date	
Schedule / Key dates	<i>e.g. Project deadline</i>

Background Information

Please provide information about your organisation and the nature of your work.

Please include key information such as:

- *Your tone of voice / house style*
- *Detail of other activity that surrounds this campaign / project*
- *Any EXACT wording that needs to be included within this piece of work*
- *Any other relevant information*

Campaign / Project Overview

*Please provide general information about the project you require copywriting for.
e.g. Campaign proposition. Project objectives. Campaign structure. Key dates.*

Key Messages

What is the ONE main thing you want to say? Are there any other vital messages you would like this project to convey?

Calls to Action / Ask

*What are you asking your audience to do?
e.g. Donate £10 to buy a sleeping bag and save a life.*

Barriers / Objections

*Why might someone choose not to get involved with this project / campaign?
e.g. Donor has a lack of funds.*

Audience / Segments

Please provide short profile information about the key people (audiences) that this project / campaign needs to connect with.

For example:

- Overall audience profile, specific segments profile
- Background information on the data / intelligence / research that is driving this piece of work
- Size of the audiences / segments

Variable / Dynamic Content (If applicable)

Please provide details of the elements of copy within this piece of work which will need to be changeable.
e.g. Name, address, paragraph text, call to action.

Format

Please provide details about how / where the copy will be used.
e.g. DM Pack, Website, Email, Magazine, Banner.

Copy Approach

Please provide detail of any particular approaches or direction you would like this copy to take. For example.:

- Is there a particular theme for the piece
- What is the story you are telling
- Who is the author
- What is the writer's perspective
- What is the angle of the piece
- What are your desired action(s) and reaction(s)
- Any other key information

Copy Inclusions / Raw Content

*Please include detail of (or links to) any specific content that should be included within this piece (please confirm that relevant permission has been granted for it to be used in this way).
e.g. Testimonials, statistics, research etc.*

Headline/s Suggestions (If applicable)

Please provide details of any working titles or headlines etc that you would like to be used.

Response

What is the mechanism by which you'd like people to respond (e.g. DM Response form, web landing page, donation page, email sign-up). Please provide details of any existing response wording that must be included within this piece.

Design / Creative Approach

*Please provide details of the creative approach that you would like this piece to take.
e.g. Format. Visual theme. Data-driven variable images / text.*

Additional Project Information

- *Please provide examples of relevant pieces of copy you've seen (from your organisation or others) that you particularly like or dislike. Why do you particularly like or dislike these?*

- *If it is a multipage document – has a page plan been supplied? What copy/content will go on each page / panel (in reading order)?*

- *Please supply any other relevant information*

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