



Copywriting | Marketing | Strategy

PROJECT BRIEF: [Company Name]

Date:	
Project:	
Client name:	
Contact number:	
Website URL:	

1. Project overview: What do you want created?

Provide a brief breakdown of what the project involves, e.g. website copy, flyer, sales brochure, TVC script.

2. Background:

Tell me about the company – why it was started, how it was started.

3. Objectives: What do you want customers to do?

What are the objectives of your project? E.g. Call up for an appointment? Request a brochure? Purchase?

Please list one primary objective (and as many secondary objectives as required).

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4. Target market: Who are you speaking to?

Who are your target markets? What demographic? E.g. women, 30-50, with kids, living in metro areas.

5. Tone of voice: How do you want your brand to be perceived?

What tone would you like your copy to have? E.g. fun, authoritative, chatty, formal.

6. Proposition: What is your marketing proposition?

What makes you unique?

7. Proof: Why should the audience believe you?

Can you back up your proposition? E.g. 'We have won awards, have many happy clients and have achieved top rankings on Google.'

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8. Competitors: Who are they?

Please provide URLs and any additional details you think will be useful.

9. Mandatory information:

Are there any elements that must be used? Have you registered your URL already? Do you have special product names? Is your brand trademarked? Anything else?

10. Support information:

Please provide any other information you feel may help me to gain an understanding of the project. This can include links to other websites or additional documents.

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11. SEO keywords (if website)

Please nominate keyword phrases you'd like your website to rank for. (Remember, the longer the keyword phrase, the more chance you have of ranking – so go for 'Landscape gardener Sydney', rather than just 'gardener'.)

12. Final deliverables:

Please describe exactly what you think the final deliverables will be. E.g. How many web pages am I writing? How many pages does your brochure have? What length are the pages?

13. Timings:

First draft:	When do you wish to see the first draft?
Second draft:	When do you wish to see the second draft? Consider your time to review and amend.
Final draft:	What is your final deadline? What is driving this deadline?

14. Budget:

If we haven't already agreed on your budget, please detail any budget limits.

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