



Copywriting Brief

Name of Job:

Date of Brief:

Content subject area (Article, long-form, digital, sales collateral):

Client Contact

Overarching Content Position

(Describe how your brand represents itself within content marketing. What do you stand for? Why is your content different?)

Content type (article, ebook, blog, web copy, sales collateral, etc.)

Length (approximate number of words you're looking for.)

Keywords

Background (Why you want to create this content now.)

Who are your competitors?

What makes you different? What sets you apart?

What is the *single most important factor* that sets you apart?

Supporting evidence/Third-party proof (Include contact information if they've given consent.)

Tone of voice (Your brand's personality, i.e. formal, humorous, academic, etc.)

Target audience (include personas and other details about your audience.)

What do you want your audience to do/Call to action?

Research (Detail what research you will provide and/or what the writer needs to complete.)

Images (Will you provide? What does the writer need to do?)

Links (List all references to be used in the project.)

Content tags

Deadlines

1 st Draft	2 nd Draft	Final version