

JAB Studios

Copywriting
Creative Brief

Please complete the following form and email it back to me at julie@julieabarnes.com

1. What type of materials do you need written?
2. What is the estimated page count/word count for the project?
3. What is your goal/objective for this project (e.g. sales, brand awareness, lead generation, etc.)?
4. What are the most important things to know about the product, service, or company these materials will focus on?
5. Who is the target audience for this project?
6. What is the mission statement for your company and/or this product/service?
7. Who are your competitors and what distinguishes you from them? If appropriate, should your competitors be mentioned by name in these materials?
8. Please send any materials you have that are related to this product or service including testimonials if available and white mail.

9. In similar past pieces what do you feel has worked and what hasn't worked?
10. Why do you think those elements did or didn't work?
11. Are there any changes planned to this product or service that will occur in the near future and may affect the approach to this project?
12. What voice and tone would you like to see in these materials?
13. It is sometimes helpful to do a brief interview with a customer service representative, someone on the development team, and someone in upper management. Are any of these people available to talk to in the next day or two?
14. If this is a sales piece, have you determined the offer?
15. What is your guarantee for this product?
16. Are you offering any premiums or special deals?
17. What is the deadline for your project?
18. Is there anything else I should know?