

Copy Brief Template

Document completed by:

Your Brand	
Type of Business	
USP	
Main Competitors	
Your Values	
Your Target Audience	
Target Market	
Their Current Pain Points	
How your offer will solve them	
Evidence and Social Proof	
Potential Objections	
Your New Project	
What do you mainly want to achieve from this project?	
Where can we find relevant information on your business?	
Points you definitely want us to include in your copy	
Main call to action: what should your audience do after reading it?	<i>What do we want them to feel?</i> <i>What do we want them to do?</i> <i>Primary</i> <i>Secondary</i>
Design constraints or word count limits, if relevant:	
Anything else you think we should know?	