**CLIENT NAME:**

**REQUIREMENT:** Web Copy / Blog / Social Posts / Press Release / Email

**DATE REQUESTED:**

**DATE DELIERY REQUIRED:**

**Any relevant background information?**

**What are your business objectives?** *(Your success measure/targets)*

**Who are your key competitors?**

**What is the Unique Selling Point, benefit or differentiator that is relevant to this piece of content?**

**How do you want it to be said?** (tone) Include brand guidelines.

*Light, fun, engaging, professional etc*

**Who’s your target audience? Include company names, positions**

**What action do you want them to take?**

**If you were a household brand or car, what would you be like?**

**If a website, list any websites you like for copy style** *– In and outside of your industry:*

**If social posts – list any social accounts you like the style of:**

**Any key words (or hashtags) to include?**

**Are there any restrictions, be that legally, editorially, guidelines?** *(Restrictions, existing imagery to use, room for original photography, integrate with existing comms, etc)*

**Anything else? Ideas, thoughts, inspiration, helpful documents or websites etc.**