



Please **type** your answers in the sections below. The more detail you can give, the better.

**Once completed, return via email to: [anna@copybreak.com.au](mailto:anna@copybreak.com.au)**

All answers will be treated with complete confidentiality.

**GENERAL INFORMATION**

**Name of company**

**Contact address**

**Contact phone number**

**Email**

**Name & position of project liaison**

**How did you hear about Copybreak? (If you "Googled", do you recall your search term?)**

**COMPANY INFORMATION**

**Please describe what your company does.**

**Does the company have an existing tagline or motto? If not, do you need one developed?**

**What are the values and philosophy of the company?**

**What makes your business unique?**

What do you offer your customers that they can't get from your competitors?

**Describe the personality of your business using 5 words or less.**

**Who are your main competitors?**

**What benefits do your clients gain from your services?**

Great follow-up service, free delivery, fast turnaround, competitive prices, high quality work, guarantees, etc.

**How do your customers generally locate you?**

Word of mouth, referrals, online, Yellow Pages, etc.

## PROJECT INFORMATION: SPECIFICS

**Please provide the details of your intended project. What exactly do you need done? What is the scope and what needs to be included?**

How many pages (number of website pages, or name of each page needed), how much text per page, size of flyer/brochure, etc.

**When does this project need to be completed?**

Please ensure you factor sufficient time for your own reviews/edits and any subsequent amendments that may be required after production of the first draft. This can be a time-consuming process.

**What is your anticipated budget for this project?**

This helps set realistic expectations about what can be achieved. If the scope of work is likely to exceed your budget, I'm happy to offer options to work within the budget you have. (Please list a ballpark figure)

**Do you have relevant SEO keywords you want included (if the project is online)?**

What are the terms people use to find you? What other words would you like to be found for?

**How much content is already available for this project? Do you have other marketing material to draw from?**

Generally the more content you provide the faster I can complete the project, saving you time and money.

**Are there any websites you can think of that reflect the style of copy you like?**

**Is there anything you specifically do or do not wish to include in the copy?**

**Will you require additional creative services?**

This may include design, website design, or photography. I can recommend a number of creative professionals should you require assistance in these areas.

## PROJECT INFORMATION: PRODUCTS/SERVICES

**What products or services does your company offer?**

Please list each.

**For each product or service, please describe the benefits of each feature.**

How does this feature improve your customers' lives? (eg. saves time/money, offers security/safety/convenience...)

**Why would someone choose these products or services over those of a competitor?**

**Can you provide any testimonials or quotes from clients that demonstrate what your company does right?**

## PROJECT INFORMATION: OUTCOMES & TARGET MARKET

**What are the outcomes you wish to achieve from the copy?**

Increased sales, greater brand awareness, establish knowledge base, increase sign-up rates, etc.

**Who does the copy need to appeal to? Who is the target market?**

Male/female, investors, self-employed, age/income bracket, location, B2B, B2C, government, etc.

**What is the message you want to convey?**

Reliable, trustworthy, competitive, down-to-earth, approachable, big-player, industry expert, etc.

**What do you want your audience to do as a result of this copy? Do you have a specific action you want your customers to take on each page? If so, describe that action for each page.**

Get a quote, purchase product, enquire for more info, sign up for newsletter, etc.

**Do you know the style or 'tone of voice' you'd like to use for the copy?**

Approachable, no-nonsense, relaxed, professional, fun, quirky, practical, reassuring, etc.

**Do you want the copy written in 1<sup>st</sup> or 3<sup>rd</sup> person?**

Eg. "We/I help our customers" or "[Company] help their customers"

**Do you know your customers "pain points" – what their concerns or worries are?**

**Do you know what might prevent people from wanting to purchase your products/services?**

**How do you address these pain points and purchase barriers?**

## ADDITIONAL NOTES

**Please add anything else you may feel may be of relevance.**

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