



## **13 things you'll need to know before starting your copywriting project**

1. What is being created – pamphlet, flyer, website copy, signage?
2. Is this job related to another project, if so, how is it linked?
3. What are the objectives from a business and marketing communications perspective?
4. Who is your target market for this campaign?
5. What problem does your product or service solve?
6. What would you like your audience to learn?
7. What makes your product or service different from competitors?
8. What is your preferred 'Tone of Voice' – formal, authoritative, fun, knowledgeable, friendly?
9. What is your budget for this project?
10. When would you like to start?
11. What is the deadline for this project?
12. Will the copywriter be working with others – website builder etc?
13. What 5 keywords or phrases will people use to search for your product or service?