

Client Brief

In order for us to provide an accurate quote, please take a little time to tell us what service(s) you require and the details of the project. Doing this now saves so much time and means we can get onto your project faster. When you are finished, please send to admin@hypnocatsolutions.co.uk and we’ll get back to you within 48 hours.

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| **1: Your details** |
| **Company name** |  |
| **Contact name** |  |
| **Email** |  |
| **Phone (and which days of the week you are available)** |  |
| **Date brief is being submitted** |  |
| **Deadline for receiving first draft of copy** |  |
| **Final copy deadline** |  |
| **Organisation details**  | *Please provide a short paragraph outlining who you are, what you do and how you help your clients or service users.* |
| **2: The Project** |
| **Please indicate which service(s) you require (delete were appropriate)** | Editing / Proofreading SEO and blog articlesSocial media / digital marketingLeaflets and brochuresNewslettersPress releasesWebsite contentHR Assistance |
| **Briefly describe the overall project that the copy will be a part of.** |  |
| **In what format will the copy appear?** | *(e.g. a flyer, a web page, an entire website)* |
| **What do you want the piece to achieve?** | *(e.g. advertise a new product, awareness days, promote a business, etc)* |
| **3: Your Audience** |
| **Who is your audience?**(or, who do you your message to reach?)  | *(e.g. other businesses, parents, professionals, teenagers). Provide as much RELEVANT detail as you can.* |
| **4: Your Content** |
| **What are the key messages that the copy needs to communicate?** | *(Please provide specific details – assume your writer knows nothing at all about the subject that you’re asking them to write about.** Key message 1
* Key message 2
* Key message 3
* Etc
 |
| **What is your call to action?** | *(What is it that you want your audience to do? Make a purchase? Visit a website?Sign up for email newsletters?)* |
| **What is your minimum and maximum word count?** |  |
| **What is the most important point that the copy must communicate?** | *(If you want your audience to remember just one thing after reading your piece, what should that be?)* |
| **Are there any pre-agreed straplines or sentences that you want the copy to include?** |  |
| **Are there any specific keywords or phrases you want included in the text?** | *Key words and phrases increase the SEO for web content* |
| **Do you have imagery to accompany the copy?**  | *(If so, provide links to the images and state how you want the images and copy to marry up. It may be that you simply want 20 word captions to accompany each image, or you may want the copy to reference the imagery directly. Perhaps you simply want the copy and imagery to incorporate the same theme.)* |
| **5: Your tone of voice** |
| **Outline your brand’s tone of voice** | *(Warm and friendly but not over familiar, formal tone but we are not stuffy or unapproachable, or, inject humour in an irreverent way, but we’re never silly.)* |
| **6: Your house rules** |
| **Are there any rules that your copy writer must adhere to?** | *(e.g. We refer to our organisation in the singular ‘Our company ‘is’, not ‘our company ‘are’, we always write emails in the plural so ‘we’ not ‘I’ etc)* |
| **7: And finally…** |
| **Is there anything else you’d like us to know?** |  |

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