



briar
copywriting

A copywriting
guide:

How to
brief a
copywriter

Why do you need a copywriter?

“Why do I need a copywriter? You couldn’t possibly know my business better than I do.”

It’s not about who knows your business the best, it’s about who can write the strongest sales message.

As a business owner you have the tendency to write about your achievements. You find it difficult to stand back and see your company from your customers’ point of view. That’s why you need a copywriter.

Coming from outside your company, she can stand back and look at it the same way your customers do. She understands what it is your customers want to know.

However, she can only do that if you provide her with as much information as possible about your company, its products and services, its ethos and the tone you want to convey.

That’s why she needs a comprehensive brief.

Copywriters aren't mind readers.

"A brief? Can't you just write it?"

Your copywriter isn't a mind reader and she doesn't have a crystal ball. That's why it's important to give her a detailed brief about your project before you start.

After all, if you wanted someone to build you a house you wouldn't just say, "I want a family home. Get on with it."

Your builder will want to know details such as:

- How many bedrooms do you need?
- How big do you want the rooms are to be and how many?
- What will the layout be?

And that's just for starters. So make sure you give your copywriter all the information she needs.

What your copywriter needs to know.

Information about your company

- What does your company do (in plain English)?
- What benefits do you offer your clients?
- What do you want to achieve from this project?
- What is your company's unique selling point?
- Do you have a brand voice?
- What do you like and dislike about your existing content?

Information about your customers

- What type of people are they?
- What are their common buying objections?
- How will their life be improved by your product/service?

Information about the project

- What is the project?
- What information do you want to cover?
- What is your call to action?
- What is your timeframe?
- Are there any compliance issues?
- What will the approval process be?

That's just for starters. If a meeting isn't possible your copywriter will send you a briefing document to get the information she needs.

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

Sally



EMAIL US

sally@briarcopywriting.com



CALL US

+44(0)1449 779605



WEBSITE

www.briarcopywriting.com



LinkedIn

www.linkedin.com/in/sallyormond



ADDRESS

The Briars, Norwich Road,
Little Stonham,
IP14 5JU