Copywriting brief

Tell us about the project

Just fill in the form and email back to [info@sookio.com](mailto:info@sookio.com). Thank you!

|  |  |
| --- | --- |
| Business name |  |
| Your name |  |
| Phone number |  |
| Email address |  |
| Website |  |
| Please tell us any relevant social media accounts |  |
| Which marketing channels do you use? |  |
| **1. Tell us more about your business**  *What do you do, how large is the company, where are you based?* | |
| **2. Please give us an overview of the project**  *What would you like us to do? What is the overall goal of the project?* | |
| **3. What are the exact deliverables?** *How many articles, blog posts, case studies, pages of web copy or brochures? Do you have an idea of word count? Tell us all your requirements.* | |
| **4. What is the timeframe?** | |
| **5. Who has sign-off on the project?** | |
| **6. Please give us guidance on budget**  This helps us understand the scale of the project | |
| **7. Tell us about your customers**  *Who are you trying to reach and what do you know about them? What problem are you helping them solve? What are their pain points?* | |
| **8. Tell us about your competitors**  *Who are they? How is your brand different? What do they do better or worse than you? What do you admire about the competition?* | |
| **9. Do you have existing tone of voice guidelines?** | |
| **10. Anything else useful for us to know?** | |
| Keep in touch  Visit the [Sookio website](https://www.sookio.com/training) to find out more about our workshops and training.  Why not [sign up for digital marketing tips](https://www.sookio.com/mailing-list) while you’re there?  Call us on 01223 795079 and chat to the team.  Join us on [Twitter](https://twitter.com/sookio), [Facebook](https://www.facebook.com/sookioltd), [Instagram](https://www.instagram.com/sookio/), [YouTube](https://www.youtube.com/Sookio) and [LinkedIn](https://www.linkedin.com/company/3087432/admin/)  Call in to St John’s Innovation Centre, Cowley Road, Milton, Cambridge CB40WS | |