

Questionnaire (the brief)

Name

Company name

Email address

Project deadline

1. What is the goal of the text?

For instance, what do you want your reader to do next? buy a product, make a booking, fill out an online form, visit a store.

2. What does your business do? What are the selling points of your business? What benefits do you offer to your clients? Can you offer anything different compared to your competitors?



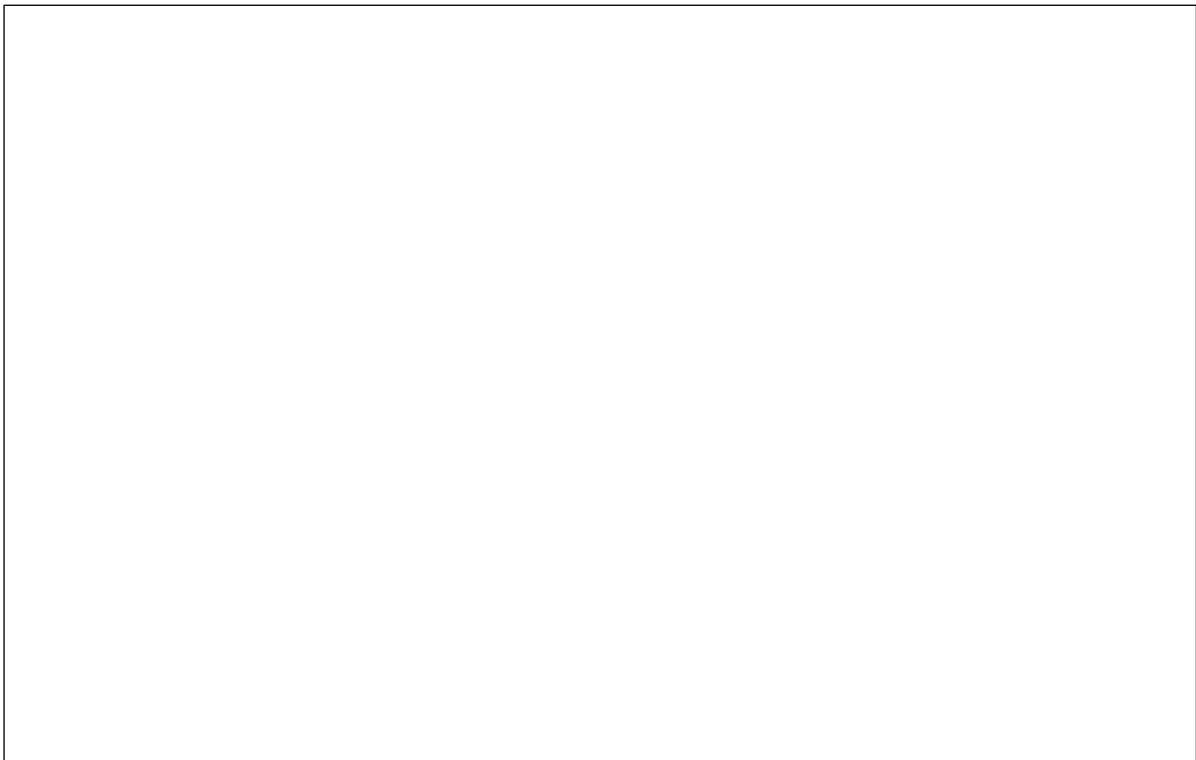
Examples: save time, reduce costs, less work, become more productive, make more money, reduce stress, become happier.

3. Who is your ideal customer?



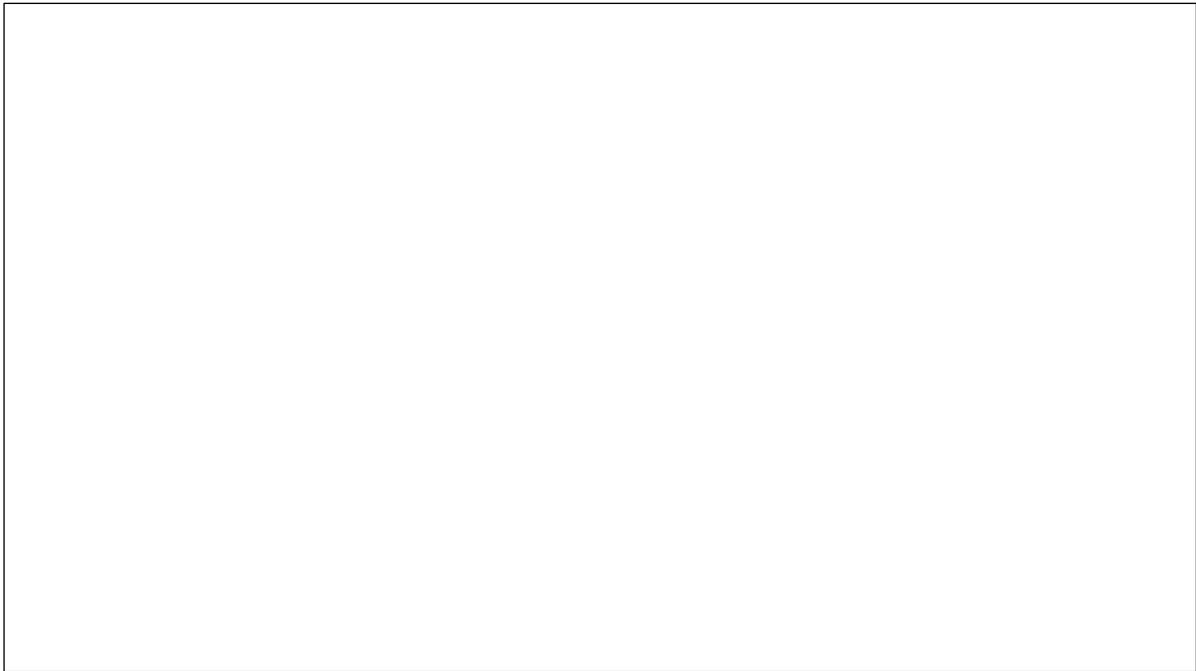
Factors to consider: age, gender, family situation, profession, education, income, buying habits, interests, personality, hobbies, values.

4. What sort of style does the business want to project?



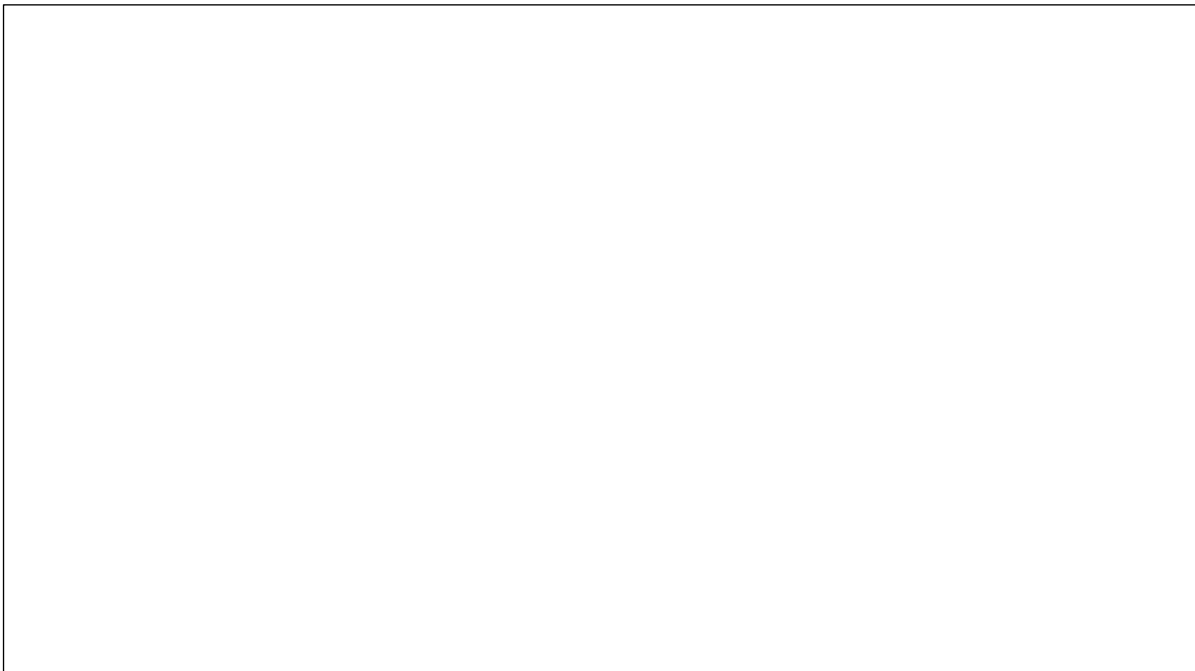
Examples: serious, light-hearted, passionate, silly, caring, practical, reassuring.

5. Are there any objections that the reader may have? How can we counter these objections?



Example: product or service might be expensive, but are high quality.

6. Why do you do it? What is the mission of the business? What do you stand for? Is there an interesting story about the foundation of the company?



Only answer this question if a 'bio' is required.

Any additional information?



Examples: a limit on the number of words, any online resources that will be helpful (including your website), a list of your main competitors, keywords to include, evidence to support claims.

Please provide as much information as possible. Thanks.

Email to david@quantacopywriting.com