

# Briefing Worksheet

The more I know about your business, product, service, and target audience the more effectively I can write copy that hits your goals. Please complete the following questions, typing your answers directly into this document.

*If the answers can be found elsewhere (i.e. your website, a PowerPoint presentation, a creative brief etc) there's no need to repeat them. Simply note where I can find that information and I'll find it.*

**What exactly needs to be written? (Website? Series of emails? Newsletter or Landing Pages?)**

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**What goals are you hoping to accomplish with this project? (Generate leads? Generate sales? Increase User engagement?)**

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**Who is the target audience? (Provide as many insights as possible, if you have a Buyer Persona or similar document, please attach it.)**

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**Will this project feature a special offer of some kind, such as a free white paper, case study or discount? If so, please provide as many details as possible.**

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**What is the product or service featured in this project?**

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**What is the “in a nutshell” description of your product or service? (Just a sentence or two, or a few brief bullets.)**

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**What problem does the target audience have that your product or service solves? (A “problem” could also be a need, goal, objective, requirement, interest or desire.)**

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**What are the key features of your product or service? (Highlight those features most likely to pique a prospect's interest.)**

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**Who is the competition?**

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**How is your product/service different and, or better than the competition?**

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**What evidence is available to convince prospects that this is a great product or offer? (Testimonials, awards, statistics, etc.)**

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**What else do I need to know about your product or target audience that will help me write a motivating marketing piece?**

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**If I have further questions about your product, service or target audience, who is the best person to contact?**

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**What's your deadline?**

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**Anything else you want to tell me, or think is relevant?**

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**Contact me at [writer@mikahfox.com](mailto:writer@mikahfox.com)**