

Client briefing template

Date:

Your name:

Your email address:

Your website:

Your product / service (what it is, what it does, who it's for, what makes it special):

Questions about our project

What type of text do you need? (e.g. blog article, product description, social media post)

What keywords do you want to include in the text?

What's the goal of the project? (e.g. to raise awareness of your product / service, to boost sales)

Who's the audience / ideal customer we're targeting? (e.g. job, age, income, habits, values)

What tone of voice do we use to communicate your message? (e.g. formal or conversational, simple or sophisticated, serious or light-hearted)

What do you want the audience to do next? What's the call to action? (e.g. to buy / order something, to subscribe, to visit a website)

When do you want the project to be delivered? (date or time frame)