

BRIEFING

Quite simply – the better the brief, the better the response.

Working together is a partnership and the more relevant information you put into the mix, the more effective and full of personality the finished writing will be, saving us all time (and money), with fewer revised versions, edits and about-turns.

The brief provides a general understanding of what you're about and also a creative basis for the writing project.



WRITING BRIEF TEMPLATE

For starters, here's some things to think about:-

A BIT ABOUT YOU

- Describe who you are or what your business is, and what you do.
- What is the message you want to get across? Try to narrow it down to that one thing you want the reader to remember.
- What do you want the reader/recipient/intended audience to do? What is your Call to Action? Eg "get in touch," "subscribe," "buy," "donate."
- What is the timescale for this – when is your deadline?

AND A LOT ABOUT THEM

Remember, the crucial thing for effective communication is that it looks beyond you and what you're about, and focuses on the intended audience, speaking directly to them.

So, who is the audience?

- How do you help your audience/s? What benefits do they get from dealing with you?
- Why would they/do they choose you?
- Who else is out there doing what you do? Who's the competition?
- What tone do you think you should use? How do you want to be seen? Eg friendly, fun, serious, professional. How does your audience want to be spoken to?

THEN FINALLY

And, what do you want to achieve with this particular project? Be as specific as you can. Eg "to launch into a new market area," "to increase market share (by x%)"

Get in touch to get the ball rolling! ...