**COPYWRITING INFORMATION WORKSHEET**

The more I know about your project, your product or service, and your target audience, the more effectively I can develop copy that meets your objectives and needs. Please complete the following questionnaire, typing your answers directly into this WORD document. If some answers already exist in other background materials (i.e. your website, presentation slides, project briefs, etc.) there’s no need to repeat them here. Simply note where I can find the information and I’ll do the digging. Since some questions may not apply to your individual project, just insert a N/A so I know that the question was not just skipped by accident. If you prefer to answer these questions verbally, that’s fine too. Just let me know and we’ll set a call.

Note: For the purposes of this questionnaire a “product” is any type of product, service, subscription, event or program that you are promoting.

**What exactly needs to be written?** (A direct mail sales letter? A case study? An email?)

**What result are you hoping to accomplish with this piece?** (Generate leads? Increase product awareness? Help the salesforce sell?)

**Tell me about your product.**

(Please include specific challenges, needs or interests prospects typically face that your product addresses.

**More about your product:**

**-Fundamentals** (What does it look like and how does it work?)

**-Key features and benefits associated with features? (Which feature is most**

 **important)**

**Who are the primary competitors of your product?**

**How is your product different from your competitors and which of these difference represent an advantage your product has over the competition?**

**Who is the target audience?** (Please provide as many insights as possible.)

**How well-known is the product to the target audience?**

**What assumptions/perceptions/prejudices does the target audience have about this type of product? And YOURS specifically?**

**What is the specific next step you want the prospect/audience to take after reading (viewing, listening to) this marketing piece?** (Example: Download a free white paper, attend an event, request more information.)

**Are you making a free offer or trial of some kind or discount?**

**-If so, please describe the offer in detail.**

**-If the free offer had a price tag, what are the three things you would say about it to**

 **convince a prospect to buy it?**

 **1)**

 **2)**

 **3)**

**What evidence is available to convince the target audience that what is said in this promotion is true?** (Testimonials? Product reviews? Track record? Years of experience?)

**What else would convince the prospect to take the action you want him or her to take with this marketing piece?**