

Caroline Gibson

YOUR NAME:  
YOUR BRAND/COMPANY:  
DATE:  
PO NO:  
CONTACT DETAILS:

Deliverables (what do you need e.g. press ad, website?)

Any relevant background information?

What are your current challenges?

What are your business objectives? (Your success measure/targets)

Who are your competitors?

What makes you unique or different from them?

**What's** the single, most important thing that makes your product/service/brand the best? (Your USP)

How are you saying it? (Your thoughts about tone of voice)

Who are we talking to? (Who are they, what are they like?)

What do you want them to do? (Call to action)

If you were a high street brand or car, what would you be like?

List URLs for any brands you like for copy style (not necessarily in your sector)

And any you like for look?

Any keywords to include for SEO?

Any executional guidelines? (Restrictions, existing imagery to use, room for original photography, integrate with existing comms, etc)

Would you also like help with graphic design/web design/web build/SEO meta descriptions?

Timings/deadline?