

CLIENT INFORMATION SHEET

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| **CLIENT / BUSINESS INFORMATION** |
| **Name of Primary Contact:** |  |
| **Name of Business:** |  |
| **Nature of Business:** |  |
| **Address:****Postcode:** |  |
| **Landline:**  |  | **Mobile:**  |  | **Email:**  |  |
| **Preferred Method of Contact:** |  |
| **GENERAL SERVICES REQUIRED**Please check the service(s) that you require:- |
| Proofreading:- | [ ]  Digital Media | [ ]  Print Media |
| Copyediting Services:- | [ ]  Digital Media | [ ]  Print Media |
| Copywriting Services:- | [ ]  Digital Media | [ ]  Print Media |
| Please provide a brief summary of your project requirements below:- |
| **OTHER** |
| How did you hear about The Copyediting Co. Ltd? |
| [ ]  Recommendation by a Friend / Colleague [ ]  LinkedIn[ ]  Search Engine (ie. Google, Yahoo, Bing) [ ]  Blog or Publication[ ]  Social Media (ie. Facebook, Instagram, Twitter) [ ]  Local Listings Advert |



PROJECT / BRIEF OVERVIEW

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| **CLIENT INFORMATION** |
| **Client / Primary Contact:** | [Company], [Contact Name] |
| **Telephone:**  |  | **Email:**  |  |
| **GENERAL SERVICES REQUIRED**Please check the service(s) that you require:- |
| Basic Proofreading:- [ ]  Digital Media [ ]  Print Media |
| [ ]  Article | [ ]  Website Page / Blog Post | [ ]  Report / Essay / Case Study |
| [ ]  Review | [ ]  Longform / Book / Novel | [ ]  Dissertation / Thesis |
| [ ]  SEO Copywriting | [ ]  Technical Copywriting | [ ]  PR / Press Release / Newsletter |
| [ ]  Sales Literature | [ ]  Social Media Post / Advert | [ ]  Business-to-Business Copy |
| [ ]  Product Descriptions | [ ]  Product / User Guides | [ ]  Flyers |
| [ ]  Other (please specify) |  |
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| Copyediting Services:- [ ]  Digital Media [ ]  Print Media |
| [ ]  Article | [ ]  Website Page / Blog Post | [ ]  Report / Essay / Case Study |
| [ ]  Review | [ ]  Longform / Book / Novel | [ ]  Dissertation / Thesis |
| [ ]  SEO Copywriting | [ ]  Technical Copywriting | [ ]  PR / Press Release / Newsletter |
| [ ]  Sales Literature | [ ]  Social Media Post / Advert | [ ]  Business-to-Business Copy |
| [ ]  Product Descriptions | [ ]  Product / User Guides | [ ]  Flyers |
| [ ]  Other (please specify) |  |
|  |  |
|  |
| Copywriting Services:- [ ]  Digital Media [ ]  Print Media |
| [ ]  Article | [ ]  Website Page / Blog Post | [ ]  Report / Essay / Case Study |
| [ ]  Review | [ ]  Longform / Book / Novel | [ ]  Dissertation / Thesis |
| [ ]  SEO Copywriting | [ ]  Technical Copywriting | [ ]  PR / Press Release / Newsletter |
| [ ]  Sales Literature | [ ]  Social Media Post / Advert | [ ]  Business-to-Business Copy |
| [ ]  Product Descriptions | [ ]  Product / User Guides | [ ]  Flyers |
| [ ]  Other (please specify) |  |
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DETAILED BRIEF INFORMATION

Please fill out the below questionnaire in as much detail as you can.

Whilst some of these questions may require careful thought and consideration, they endeavour to ensure that the brief is clear and understood by all parties and minimise the need for additional edits and revisions. Taking the time now to provide as much relevant supporting information as possible will most certainly assist in ensuring that you are presented with content and / or services in line with your vision and expectations from the outset.

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| **WHAT KIND OF CONTENT IS IT?** (Article, Advert, Blog Post, Book, Brochure, Essay, Report, Thesis; etc) |
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| **WHAT’S THE INTENDED AUDIENCE?** (Who’s going to be reading / seeing it? Please provide demographic factors information such as Age Range, Gender, Location, Ethos, Interests; etc) |
|  |
| **WHAT’S THE CONTEXT OF THIS BRIEF?** (What is the purpose of commissioning this brief? Is the piece part of a wider campaign, or is it a standalone project?) |
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| **SCOPE OF CONTENT / INCLUSIONS & EXCLUSIONS** (What is the piece about? What needs to be included / left out?) |
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| **WHAT’S THE ANGLE / TONE / STYLE / GENRE?** (Are you trying to push the reader towards a certain response / action? Do you have an established “Brand Voice” to be emulated?) |
|  |
| **KEYWORDS / PHRASES** (Please include here any specific keywords / phrases which you may have already identified as essential or desirable to incorporate within this brief.) |
|  |
| **WHAT’S THE APPROXIMATE WORD COUNT?** (How much written content is required to be reviewed / produced? Will design elements of the piece actioned by others impact on / restrict the written content?) |
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| **WHAT IS YOUR DESIRED TURNAROUND TIMEFRAME?** |
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| **SUPPORTING / SOURCE INFORMATION / RESEARCH MATERIALS FOR USE IN THE BRIEF**(Please list and provide copies of **any additional internal or external documents / source information / research materials** that have driven this brief, **or content from which you require information or context to be incorporated** within this piece.) |
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