Thanks for contacting You Need A Writer.

Completing the following information will help clearly define where you want to be moving and how your new identity, brochure or strategy will support your goals.

Not every question will be relevant to your project but please provide as much information as possible.

## Contacts

Your contact details, contact details for day-to-day liaison (if not the same) and the person responsible for signing off.

## Title

The name of the piece or project.

## The project

What is the single purpose of the project or piece of writing (for instance, is your goal to increase general awareness, change attitudes, improve sales, increase usage or improve image, reputation, profitability or profile)?

What needs to happen as a result? What kind of action or response do you envisage?

Are there secondary goals?

Do you have any relevant background information (include the reasons for needing this work)?

Define your company, what it does, how it makes a profit and its place within the industry. What are the long-term goals of the company and how will the project help support them?

## Audience

Who is the target? Is there more than one audience?

What do they care about? What is the profile of a typical current customer (include occupation, age range, gender, online frequency, activities and any other relevant information)? What new reader or customer do you want to capture (include occupation, age range, gender, online frequency, activities and any other relevant information)? What other companies, competitors or industry-related companies do your customers have contact with?

## Perception and positioning

How do you think your company is different from the competition?

How would a customer think you’re different from the competition?

Where do you fall among your competitors in terms of industry perception?

What specifically sets you apart? What do you offer that no other company in your industry offers? What do you offer that everyone else offers? At what service is your company best?

What services need work to grow? Does the company have any negative perceptions in the marketplace?What does the target audience currently think and feel about your company? What do we want them to think and feel? How will this project help to achieve this goal?

What adjectives can be used to describe the way the company should be perceived? What specifically do these adjectives mean to the customer’s daily life or business?

## Strategy

How does this project align with your other strategies; perhaps a marketing strategy, a communications strategy or a campaign strategy?

What is the single most important benefit that will appeal to your target audience? Why is this important to your customer?

How will we convince your customer of your brand assertions? What touch-points are most frequently seen or heard by your customer (sales team; company literature; personal contact; website)?

How will you ensure that the client experience is what your brand promises?

How will you measure the success of the final project?

## Message

State a single-minded phrase or sentence that will appropriately describe the overall message once it is launched. This is that one idea that sticks in the consumer’s mind. What is the key statement that summarises the main benefit of your product or service?

Why should the audience believe what you claim?

What are some common messages used to sell products or services related to yours? Is there any messaging you know will not work?

Can you provide a synopsis (a paragraph-long or bulleted summary, setting out the main points and the running order)?

Is there anything you specifically want on the page or in the product? Do you have key words? What must not be mentioned?

What will be the tone of the messaging and copy? Is it verbose or short and to the point? Industry jargon or plain English (Australian, UK or American)? Casual and friendly or formal and authoritative? Humorous or serious? Do you have examples of existing material or examples of work you want this project to resemble? Will you provide style guidelines?

## Delivery format

Microsoft Word? Other? Are pictures required? Footnotes and sourcing?

## Specifics

What is your vision of how the project or piece of writing will appear?

What are the timeframes/milestones for development? What is the schedule and final deadline?

Are there any constraints such as word count or design?

Are there any related companies that would provide a model or inspiration for the look and feel of the new project?

What information will be involved? Will this content be supplied or will it need to be developed?What will you provide to make the piece happen (interview contacts, access to spokespeople, samples, reports, data)?

Are there any other parties who need to be involved, either by providing content or approval?

Do you have a budget?

What is the approval process?

Whose name will be on the piece?

## Additional Information

Please provide any additional information or direction that will help to define the final work.

## Prepared by on Date

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