

COPYWRITING BRIEF

COMPANY SNAPSHOT

About Our Company:

About Our Target Audience:

PROJECT OVERVIEW

RELATED ASSETS

TIMELINE

Don't overthink this too much. Your goal with a creative brief is to answer the following questions:

- Who are you?
- Who is your target audience?
- What is the project?
- What related assets are available (e.g., buyer personas, messaging docs, wireframes – link out to these from the "related assets" box above)
- What is the timeline?

Answer those questions well, and you'll set up the copywriter for maximum success.