

General Briefing Template

Good work comes from good briefs – and vice versa. We send this to our clients. It is essential to success, whether you are writing yourself or employing someone else

1. **Background**

The rationale. Why you want to do this, where it fits into what else you're doing and what's happening in the market.

The profit margin. How much you can afford to pay to get a sale or enquiry?

How is this sold now? What is the process?

Any examples or news about previous efforts - with results.

Anything you think you're doing, right or wrong.

Any thoughts or ideas you have.

2. **The Product or service**

Please describe the product or service. Try to explain what it does for the prospect as opposed to what it is.

Highlight anything unique and any ways in which it is different, better or worse than what your competitors or alternatives offer.

3. **The People**

Please describe the perfect prospect. If there is more than one person involved in making the decision say who they are.

Also, describe their motivations, especially any emotional ones like "I don't want to make a mistake" or "I'd like to be a hero".

What relationship do they have with you?

Have they heard from you before? What was their reaction, if any?

What do they think of you/your products or services?

What worries them? What motivates them?

What problem do they face every day?

How can this solve/help with that problem? Give practical examples.

What is their role in the decision making process?

(Answer these questions for every group you're talking to).

4. The offer

What the proposition is and details of any offer/incentive

5. What we want them to know and feel

E.g. "I never knew that was so easy" - "it sounds right for me", "I should consider this" etc.

6. The action

What do you want them to do?

How close to a sale do you want to get them? Weak enquiry or strong? Free trial? See a demonstration?

7. Why act

Why should they reply? Please list as many reasons as possible, appealing to emotion and reason

8. Why not

What objections could they raise? And how would you respond to them?

9. Creative Requirements

Please include any restrictions (e.g. black and white, no images, personalisation etc)

If it is a mailing, they should refer to each item in the pack.

Also, please include details of any copy variations required (if targeting different segments) and practical things, like tel. numbers and ref codes.

10. Other information

Please attach:

- Relevant research
- Testimonials
- Sales material
- Media comment
- Independent statistics or research
- Anything which helps in understanding the product or the audience

11. Deadlines

Ideas

First Draft (copy and layout):

Final artwork