



Word2Art Project Brief

You can type your answers directly into the boxes below. The more detail you can provide, the better.

Please email the completed form to kiaora@word2art.nz

GENERAL INFORMATION

Name of your organisation

Address

Phone number

Email

Name & position of designated contact for project liaison

ABOUT YOUR ORGANISATION

What does your company do?



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What is your tagline or motto? If you do not have one, do you need one developed?

Describe the values and philosophy of your organisation.

Describe what it is that makes your business unique.

What do you offer your customers that they can't get from your competitors?

Using five words or less, describe the personality of your organisation.

Who are your main competitors?

What benefits do your clients gain from your services, e.g. free delivery, guarantees, fast turnaround?

How do your customers generally locate you?

Word of mouth, referrals, online, Yellow Pages, etc.



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ABOUT YOUR SPECIFIC PROJECT

Please provide the details of your intended project.

How many pages (number of website pages, or name of each page needed), how much text per page, size of flyer/brochure, etc.

What is the intended completion date for your project?

Please ensure you factor sufficient time for your own reviews/edits and any subsequent amendments that may be required after production of the first draft. This can be a time-consuming process.

What is your anticipated budget for this project?

(Please list a ballpark figure)

Do you have relevant SEO keywords you want included (if the project is online)?

What are the terms people use to find you? What other words would you like to be found for?

How much content is already available for this project? Do you have other marketing material to draw from?

List any other websites that you consider reflect your desired style of copy.



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List anything you specifically do or do not wish to be included in the copy.

Are there any other creative services that you will also require, e.g. website or logo design?

Products/Services Offer

Please list the products or services your organisation offers.

For each product or service, please describe the benefits of each feature.

How does this feature improve your customers' lives? (e.g.. saves time/money, offers security/safety/convenience...)

Why would someone choose these products or services over those of a competitor?

Can you provide any testimonials or quotes from clients that demonstrate what customers like about your organisation?



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YOUR INTENDED OUTCOMES

What are the outcomes you wish to achieve from the copy, e.g. increased subscription rates, sales, greater brand awareness, establishing a knowledge base etc.?

Specify the targeted market. To whom does the copy need to appeal, e.g. gender, investors, age/income bracket, location, etc. ?

State the message you want to communicate, e.g. reliability, competitive nature, industry expert etc..

What action are you seeking to encourage in your target audience as a result of your copy e.g. request a quote, contact you for further information, subscribe etc.?

Specify the style of tone of voice you are seeking to convey in your copy e.g. relaxed, professional, humorous etc.

Do you want the copy written in 1st or 3rd person i.e. "we"/"I" or "[company name]?"

Eg. "We/I help our customers" or "[Company] help their customers"



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What are your customers' concerns or worries?

What are the obstacles that might prevent people from wanting to purchase your products or services ("pain points")?

How do you address or overcome these pain points and purchase barriers?

ANY OTHER RELEVANT INFORMATION

Please add anything else you may feel may be of relevance.

