



Client Name:

Job Number:

Company Name:

Date:

Please try to include as much detail as possible.
The more detailed the brief, the better the final result.

<p>Type of copy: e.g. Blog post, press release, leaflet</p>	
<p>Where will the copy be seen? e.g. Website, magazine, social media</p>	
<p>In which publication? e.g. Vogue, Devon Live, Facebook</p>	
<p>How long should the copy be? e.g. 30 words, 500 words, 2000 words</p>	
<p>Who is your primary target audience? Who is your main customer for this particular piece of copy? Describe them as if they were one person. Include age, gender, social status, interests and personality traits.</p>	
<p>Do you have any secondary audiences?</p>	
<p>What is the subject of the copy? What is the copy about?</p>	
<p>What do you want the copy to promote? e.g. an upcoming offer, more website clicks, more likes and shares on social media</p>	

<p>What CTA should the copy guide customers towards? e.g. Buy now, send a message, call us, download our content, like and share</p>	
<p>How do you want your audience to feel when they read it? e.g. excited, intrigued, moved, reassured</p>	
<p>Are there any SEO keywords you would like to include?</p>	
<p>Is this part of a larger project? How does this copy fit into your project as a whole? Have other writers been working on it?</p>	
<p>Do you need us to source any images for you? Include, type, style, size, quality and orientation</p>	
<p>Do we need to conduct any research or interviews on your behalf? Or will you send this information to us?</p>	
<p>What 3 words sum up your brand identity? e.g. Adventurous, dynamic, innovative, eccentric, fun, educational, aspirational</p>	
<p>What tone do you like to use to communicate with your customers? e.g. friendly, authoritative, calm, informative</p>	

<p>Describe your typical customer demographic age, gender, social status, interests</p>	
<p>What are your company values? e.g. great customer service, trustworthiness, expert knowledge</p>	
<p>Who are your biggest competitors?</p>	
<p>How are you different from your competitors?</p>	
<p>How would you describe your company to someone at a party? Imagine you're talking to a friend rather than trying to sell to a customer.</p>	
<p>What is your proudest achievement so far as a business?</p>	
<p>Any additional information?</p> <ul style="list-style-type: none"> • Phrases you don't want us to use • Document formatting (Word, PDF, PNG) • Where you want keywords to appear, or keyword density • External links to include 	

Design Options

Do you want to add integrated design to your package? Yes/No (if no, skip to Timescale)

<p>What kinds of images do you usually use in your advertising? e.g. photographs, illustrations, animation, video</p>	
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<p>How would you describe your brand's visual style? e.g. sophisticated, colourful, minimalist</p>	
<p>Are there any photos or images that must be included in the design? e.g. company logo, product photos, map</p>	
<p>Do you have a preferred layout for the design?</p>	
<p>Do you have a preferred placement in the layout for your images?</p>	
<p>Do you have a preferred colour scheme or signature colours? If so, include the exact custom colour numbers, e.g. #573636</p>	
<p>Do you have a specific font(s) you would like us to use?</p>	

Timescale:

<p>Deadline for first draft</p>	
<p>Deadline for second draft (if required) FREE</p>	
<p>Deadline for third draft (if required) FREE</p>	
<p>Deadline for finished product Please leave enough time between the first draft and deadline</p>	

NB. This is not an official contract of business. This will be provided by Bloom for you to electronically sign and return by email. A quote for the work will be included in this contract.

Discount Terms and Conditions:

To qualify for our 20% discount:

- You must employ no more than 10 people
- You must have a gross profit below £1,000,000
- You must not be part of a large chain of businesses (3 business premises or fewer)
- You must not own any other separate or subsidiary companies

If you are a localised community initiative or charity, you are not constrained by any of the above conditions, but you will need to provide your registered charity number.

Any breach of these conditions will result in legal action being taken against you.