



How to write a brief

Thank you for choosing to place an order with Copify.

So we can get your content just right, we need a few details from you. A good brief doesn't need to be too long but should include all important points.

Take a look at our checklist and see examples of different types of briefs below to help:

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Checklist

Not all of these will be relevant to your order so choose the most appropriate to let our writers know about what you need:

1. Title

- **Blog posts/articles:** The working or exact title, topic or main theme
- **Web page/product descriptions:** The page URL or page name

2. Purpose



A basic statement about what you need, where the content will be used and what you want the writer to communicate to the reader through the content.

3. Structure

- **Blog posts/articles:** Specific heading structure/key points or sections to include
- **Web pages:** Any pre-existing web page layout or design (please include a link to a demo site or file showing this)

4. Keywords

- Primary keyword
- Secondary keywords (if relevant)

5. Links

- **Internal links:** To other pages or posts on your site
- **External links:** Links to non-competing, reputable external sites.

6. Formatting

Include any specific formatting requirements, such as:

- Bullet point lists
- Bold/italics
- Header tags
- Link coding

7. Call to action

The action you would like the reader to take by the end of the article or page. E.g. call, browse your products/services, fill out the contact form, book an appointment.



8. Meta data

Let the writer know if you require a:

- **Meta title** (the title that displays in Google, usually keyword-optimised)
- **Meta description** (a short description that tells Google and searchers what the page is about)

9. Company info

Let the writer know more about your company or where they can find this:

- Company name, general info and USPs
- Location
- Tone of voice (including first ('I'/'We') or third person ('Company Name'))
- Target audience

10. Anything else

If relevant, include any other specific details you need the writer to know, such as:

- Examples of similar content you admire
- Disclaimers (e.g. for tightly regulated industries)
- Any sources you'd like writers to reference
- Do's/Don'ts (e.g. don't use passive voice)
- Link to any supporting documents
- Hashtags/user handles to include (e.g. for social media posts)
- Variations in word count/number of items (e.g. for an order for several social media posts on different platforms, each with different character lengths)

Example briefs

Here are some examples of briefs for the most common types of content we produce:

Blog post/article brief

We require a blog post on the topic '5 tips to write a good article'.



This is for our website www.writertips.org

About us: We are called Writer Tips and we provide training for budding writers.

Our target audience is those at the start of their writing journey who may be new to this work or career changers.

Our tone of voice is friendly and encouraging with a dash of humour. Please use the third person.

The aim: To educate aspiring writers about how to write a good article to improve their career success.

The task: You are welcome to include any points you like, but one must be to 'Do your research and fact-check'. Please use <h2> and <h3> header tags.

The target keyword is 'tips to write a good article'. Please include this in the title, introduction and one subheading. Other keywords you can use are: 'writing tips', 'how to write an article'.

Please include 1-2 links to other posts on the site and at least one link to a relevant (non-competitor) article elsewhere.

The call to action should be to sign up for our masterclass on becoming a writer.

Please provide an optimised, engaging meta title and meta description.

If you have any questions, please ask!

Web page brief

We require new SEO-optimised and engaging content for our Home page.

This is for our website www.writertips.org

About us: We are called Writer Tips and we provide training for budding writers.

Our target audience is those at the start of their writing journey who may be new to this work or career changers.

Our tone of voice is friendly and encouraging with a dash of humour. Please use the third person.



The aim: To persuade aspiring writers to become a member and sign up for one of our training courses. You can find out more about what we offer in this document: docs.google.com/example/doc

The task: Please use the existing page layout here: www.demo.writertips.org. Please use <h2> and <h3> header tags to show where headings should be.

The target keyword is 'writer training courses'. Other keywords you can use are: 'writer tips', 'online writer training'

Please include a link to our sign-up page.

The call to action should be to sign up as a member.

Please provide an optimised, engaging meta title and meta description.

If you have any questions, please ask!

Product description brief

We require an SEO-optimised and engaging product description for our Writer Masterclass Course.

This is for our website www.writertips.org

About us: We are called Writer Tips and we provide training for budding writers.

Our target audience is those at the start of their writing journey who may be new to this work or career changers.

Our tone of voice is friendly and encouraging with a dash of humour. Please use the third person.

The aim: To inform aspiring writers about the benefits and persuade them to sign up. You can find out more about what they learn in this document: docs.google.com/example/doc

The task: Please include a 100-word description followed by a list of 5 short benefits.

The target keyword is 'writer masterclass'. The secondary keyword is: 'writing course'.

The call to action should be to book a place.

If you have any questions, please ask!



Social media brief

We require 30 posts for our Twitter feed.

This is for our Twitter channel: www.twitter.com/writer_tips_org

About us: We are called Writer Tips and we provide training for budding writers.

Our target audience is those at the start of their writing journey who may be new to this work or career changers.

Our tone of voice is friendly and encouraging with a dash of humour. Please use the third person.

The aim: To engage our online community with daily tips, advice and entertaining posts.

The task: Please limit posts to 120 characters and include relevant hashtags. Please make sure that 8 of the 30 posts promote existing content on our blog, including the link for each.

If you have any questions, please ask!

Email brief

We require a sequence of 4 cold emails to introduce and promote our company www.writertips.org

About us: We are called Writer Tips and we provide training for budding writers.

Our target audience is those at the start of their writing journey who may be new to this work or career changers.

Our tone of voice is friendly and encouraging with a dash of humour. Please use the third person.

The aim: To introduce our company and promote our services to those who meet our target audience criteria but haven't engaged with us yet.

The task: You are largely free to choose the layout and points in each email but he's an overview of what the sequence should be for the 4 emails:



- 1. Email about the company + services (identifying the audience's pain points)*
- 2. Follow-up email to promote our services in more detail*
- 3. Follow up email with a reminder of the key benefits and how they ease the audience's pain points*
- 4. Close the deal email with a coupon to get 20% off one of our writing courses*

Include an engaging, click-worthy subject line as well as a CTA to 'Reserve your place on our course' with each email.

If you have any questions, please ask!

Next steps

Hopefully, you now know how to write a great brief.

If you still have questions about your order, feel free to reach out to us via help@copify.com.