

Copywriting Project Assignment Template

Tip: While I am providing a complete copywriting questionnaire in this lesson, please note that most copywriters have their own project questionnaire that they'll ask you to fill out.

Assignment Description:

[Insert a description of the assignment. Be as detailed as possible. What type of sales copy is needed? What do you want the prospects to do after they've read the sales copy?]

Target Market:

[Who is the intended audience?]

List what you know about this market:

Age:

Gender:

Income:

Education level:

Where they live:

Hobbies:

Hopes:

Fears:

Problems:

What type of solution they're seeking:

Any jargon they use?

Where will the traffic come from? (For example, joint venture partners, press releases and pay per click advertising.)

Product:

[What is the product? Note: Be sure to give the copywriter full access to the product. What is the name of the product? What problem does it solve? What does it do for the target market?]

Features and Benefits:

[List all the features and associated benefits of the product, starting with the biggest benefits:]

Features Benefits

- 1.
- 2.

- 3.
 - 4.
 - 5.
- (and so on)

Who are the competitors? (List specific products and links.)

What makes this product unique or different from the competitor products? What is this product's unique selling position (USP)?

Offer:

[Price? Guarantee? Any bonuses? Scarcity/Sense of urgency?]

List anything else the copywriter should know about the product, the audience and the offer:

Expected Output:

[What do you want the Copywriter to turn in when she/he is finished? For example, if they are conducting research, do you want it in .doc format? How long should it be? If they are making your appointments, should they be added to your Google Calendar?]

Payment Information

[How, when and how much will the Copywriter be paid?]

Deadline:

[insert deadline details including any milestones]