

Promotional copy brief

(Fill your details into the spaces below. Click Save in your PDF reader and send the file to the email address above.)

Name:

Business name:

Date:

Mobile:

Links to your websites and/or social media sites:

Email:

Say what your business does as briefly as you can:

List your different services and/or products as briefly as you can:

List 10 possible benefits your client will experience from your service and/or product in short bullet points:

Briefly describe the experience that fits you for your task and list any relevant qualifications you might have:

Describe your background and activities to-date. BRIEFLY!!!

Say why people should use your service, what sets you apart from your competition and what your Unique Selling Point is:

Add anything else you would like your audience to know about you, your products and/or service: