# **Rachel Speal - Direct Response Copywriter and Digital Marketer**

# **Business-to-Consumer**

# **CREATIVE BRIEF**

**Date**: (add date here)

**Client**: (Fill in your full name here)

**Project Name**: Fix Your Funnel Blueprint

**1. What is the product/service to be promoted?**

**2. What is the average selling price of the product?**

**3. What is the objective of this campaign (direct sales, beat the control, more orders per thousand, drive attendance, acquisition, retention, compile a house list, etc.)?**

**4. Based on your traditional marketing efforts, how many prospects do you need to reach in order to generate one lead/one sale?**

**5. How much revenue — or what average order size — do you want to generate per paying new customer/donor?**

**6. ESSENTIAL: Who is the audience? Are they customers, past customers, prospects, or suspects (people who are suspected to be prospects)?**

**7. What is the size of the audience? Are we going to a house list, rented list, swapped list, compiled list?**

**8. Please share any demographic and psychographic information:**

**9. How interested is the target audience in your product/solution?**

**10. ESSENTIAL: What keeps our prospect up at night? (what is the #1 pain?) If pain is not appropriate, what is the #1 motivation?)**

**11. ESSENTIAL: How does our product or service *solve* that key pain or motivation?** **(Strong answers to questions 9 and 10 will support strong concepts.)**

**12. Are there any other emotional motivators we should consider?**

**13. Is there a common enemy?**

**14. What are the key features of the product/service?**

**15. What are the key benefits of the product/service?**

**16. What are the obstacles and objections that need to be overcome for success?**

**17. ESSENTIAL: Given the features and benefits of the product (and if relevant, the primary objection), what is the single most important message that is to be communicated to the target audience (what is the Unique Selling Proposition)?**

**18. What are the next three key messages/copy points for this promotion, in order of importance? (These should support the USP above.)**

**19. What is the support for the key messages (testimonials, endorsements, case studies, product specifics, etc.)?**

**20. Does your audience know who you are? Will we need to address issues of credibility, and if so, how will we overcome a credibility objection?**

**21. What are we really selling? (E.g., we are not selling grass seed; we’re selling a *greener lawn*.)**

**22. What is our Big Promise (what, exactly, are we promising)?**

**23. ESSENTIAL: How does our big promise solve the prospect’s #1 pain/motivation?**

**24. Does this product/service allow us to "sell experiences." (Experiences more pointedly communicate the *real* value of using your product or service.)**

**25. ESSENTIAL: What is the offer?**

**26. If there is a premium, what is it, and if it applies, what are the terms?**

**27. What are the benefits of responding to the offer? What will someone learn, gain, get when they call, e-mail, go to the Web, fax or mail a response back to you?**

**28. What is the call to action? In what ways can the audience respond (call, e-mail, Web, mail, fax) and what is your *preferred* response?**

**29. What tests will be conducted during this promotion?**

**30. Who/what are the competitors to this product/service offering?**

**31. What competitive considerations need to be taken into account for this promotion?**

**32. What taboos, if any, need to be avoided?**

**33. What is the desired communication piece for this promotion (mail package, magalog, print ad, self-mailer, microsite, etc.)?**

**34. Can we personalize?**

**35. How will the results and success of this program be measured?**

**~~36. Is there a preferred size for this communication, or certain specifications?~~**

**~~37. What is the company name and return address to be used? What are the phone and fax numbers? The mailing address for responses? The e-mail? The Web site address?~~**

**~~38. What is the quantity to be produced?~~**

**39. What is the tone to be conveyed?**

**40. What guarantee can be offered?**

**41. How is payment accepted (credit card, money order, check, etc.)?**

**~~42. How are products delivered (UPS, FedEx, Priority Mail, Internet, etc.)?~~**

**43. What has worked/not worked in the past?**

**44. Are there any customers, past customers, prospects the copywriter can talk with?**

**45.What tracking code(s) will we use?**

**46. Is there anything else that needs to be conveyed about this project?**

**47. What is the target completion date for this campaign?**

**APPROVAL: Please mark any changes, then indicate your acceptance of this Creative Brief by signing and dating below, and emailing back to racspeal@gmail.com.** **Thank you.**

(electronic signature ok) (date)

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