



COPYWRITING – CHECKLIST

Copywriting is the process of writing persuasive text for promotional material or for marketing and advertising purposes. The written content aims to increase brand awareness and ultimately persuade a person or group to take a particular action, such as making a purchase or donating to a cause.

Copywriters help to create brochures, catalogues, radio jingles, adverts, scripts for commercials, website and social media posts.

Copywriting involves great skill and we are proud to work with a team of professional and highly experienced Copywriters who will ensure that your text is perfectly suited to your requirements.

We refer you to our terms and conditions of business; ask us if you need a copy.

We advise that you include the following information when communicating with us about your requirements:

- In which language(s) do you require our Copywriting service?
- What is the subject matter of the text that is required?
- What do you want the key messages of the text to be?
- Who is your intended audience?
- Is there any context or background that the Copywriter should be aware of?
- Are you able to provide any reference material for the Copywriter? If yes, what material(s) can you provide?
- Can you provide the Copywriter with a style sheet or details of preferred fonts, spellings and terminology etc?
- Approximately how many words should the text be?
- When is your deadline?
- In what format would you like the completed work?
- Do you have any special instructions for the Copywriter?