

COPYWRITING QUESTIONNAIRE

Please answer the following questions to help us develop a strategy for writing your content on your website.

#1 | What's your brand's story? What makes you, you?

#2 | Slogan

Do you have a short tag line or slogan you will sometimes use? If so, we will take this into consideration when writing your content.

#3 | Are there any particulars to your business we should know about?

Is there anything special about your business type that we need to know in order to present it in the best possible manner?

#4 | Adjectives

Please provide some adjectives that describe what you hope to communicate.

#5 | Who are your primary competitors?

#6 | What makes you different from your competitors?

#7 | Please describe your service offerings:

Be as descriptive as possible as if you were explaining to somebody who didn't know that service existed.

#8 | Is there any pricing information we should be aware of?

#9 | What type of tone would you like your business to have on your site?

#10 | How do you want people to feel when they read your website copy?

#11 | Is there any industry jargon we should avoid?