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**Copywriting brief checklist**

**Once we have agreed to work together, please complete and return the following form as soon as possible.**

1. **Clear title or topic.**
2. **Key points to address - subheadings can be useful here.**
3. **Word count or range.**
4. **Clear structure.**
5. **Tone of Voice guidance.**
6. **Brief explanation of the brand values and target audience.**
7. **Suggested keywords.**
8. **Example copy from other websites to emulate.**