



wordwise<sup>SM</sup>  
M A R K E T I N G

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## Copywriting Questionnaire

Please complete these questions and email your answers to [Kelly@OneWomanMarketing.com](mailto:Kelly@OneWomanMarketing.com). Kelly Watson will then contact you to provide a copywriting price quote and discuss the project before getting started.

1. What type of copywriting is needed?  
 Article                       Direct Mail                       Web site  
 Brochure                       Email                       White Paper  
 Case Study                       Press release                       Other (please specify)
2. What is the desired length of copy (words/pages)?
3. What is the goal of this copywriting? (To generate customer leads, make sales, provide information, etc.)
4. What is the inspiration/vision/motivation behind the business or copywriting project?
5. What are its key selling points (features, benefits, etc.)?
6. What kind of image and qualities do you want to portray?
7. Who is your ideal customer? Try to nail down the average person, even if the range is wide, including details such as age, gender, income, habits and lifestyle.
8. What is causing them pain? How will your product or service relieve that pain?
9. Who are your three biggest competitors? What advantages do you have over these competitors?

10. What is your deadline (the date you need to receive the finished copy?)
11. How can I make this the best experience possible?
12. Please include relevant marketing materials (past press releases, brochures, article reprints, etc.) and anything else you would like us to know.