

Kick off script for copywriting briefings

“Paul, it’s great to be able to work with you on this exciting project. I am really looking forward to it.

What I’d like to do today is take a copywriting brief so that I can get as much information about your business as possible.

To do that, I’ll need to ask you a bunch of questions. You may not know all the answers but I don’t expect you to. I’m here to help you and we’ll work it out together.

For me to write the copy you need to succeed, I may need to challenge some of your assumptions and ask you to provide evidence or examples as to why you think that way.

Is that okay? *(yes)*

For us to make best use of our time together, and to stay on time, I may need to interrupt you occasionally to ensure that I get the information I need.

Is that okay? *(yes)*

I may sound nosy, or inquisitive or like a detective, but my aim is to become as knowledgeable about your business as quickly as I can so that I can get you the results you need.

So, would it be okay if I lead the conversation from here on? *(yes)*

Are you ready to kick off/get started? *(yes)*

Awesome.

Now you have permission:

- To take control
- Ask what you like
- Challenge them
- Interrupt
- Disagree
- ...and they’ll *love* every second of it – it’s deeply flattering to be asked about your business.