

## TRAVEL WRITING BRIEF

Tell us what can we do for you

The purpose of this brief is to give World Words as much information as possible about your travel writing project. This will ensure that: 1. We can provide you with a well-evaluated quote for our services (if we haven't done so already); and 2. We can make sure we write exactly what you need.

The more detail you give us, the more chance we'll get it right first time – so please take your time.

-----

### **WHO?**

*This comes in two parts. First, tell us about **yourself**. What's your market, your product and your USP? Second, tell us about your **audience**. What are their needs and wants, and how will this project fulfil those? Feel free to include links as applicable.*

YOURSELF:

AUDIENCE:

### **WHY?**

*Tell us the main goals and objectives for this project. Do you want to sell a product, promote your brand, increase website traffic, or offer added-value content to your readers? Outline your travel writing aims here so we can help you achieve them.*

### **WHAT?**

*Explain, in summary (you can use bullet points) the travel writing project you would like us to complete. Please tell us about the travel topic and type of content – article, guide, press release etc. – as well as creative specs (word counts, tone of voice, British or American English, long/short paras) and the techy stuff (SEO, Content Management System info, photos needed?)*

**COMPETITORS**

*Tell us about the market – and your place in it. How do you want to relate to your competitors. Is there a competitor whose style of writing you'd like to emulate... or one we definitely don't want to sound like? You can include links and explanations.*

**YOUR TERMS**

*We'll negotiate all terms later, but if you have a strict budget or tight deadline, outline it here (if not, leave it blank). Let us know if there is bulk work – at least 30 blogs, 15 articles, or 100 hours of copywriting – as we'll consider this in our proposal.*

**ANYTHING ELSE?**

*Anything else that's vitally important but doesn't fit into the categories above? Let us know.*