**SAIRA SAYS COPYWRITING - QUICK PROJECT BRIEF**

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Trade:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_  
**Areas You Cover:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Current Website:** \_\_\_\_\_\_\_\_\_\_\_\_\_

**What's Your Main Problem? *(tick one)***

☐ Website gets no calls ☐ Not on Google ☐ Sounds too corporate ☐ No website ☐ Other: \_\_\_\_\_\_\_

**What Do You Need? *(Tick all that apply)***

☐ Website copy ☐ Google Business Profile ☐ Service pages ☐ Not sure - just more customers!

**Your Customers**

**Who calls you most?** ☐ Homeowners ☐ Property managers ☐ Other tradies ☐ Small businesses  
**Best jobs you do:** \_\_\_\_\_\_\_\_\_\_\_\_\_  
**Main problem you solve:** \_\_\_\_\_\_\_\_\_\_\_\_\_

**Competition**

**Who do you lose jobs to?** \_\_\_\_\_\_\_\_\_\_\_\_\_  
**What makes you different?** \_\_\_\_\_\_\_\_\_\_\_\_\_

**Success**

**When someone finds your website, they should:** ☐ Call ☐ Email ☐ Get quote ☐ Book online  
**Good result for you:** \_\_\_\_\_\_\_\_\_\_\_\_\_ *(e.g. 3 more calls per week)*

**Examples**

**Website you like:** \_\_\_\_\_\_\_\_\_\_\_\_\_  
**Website you hate:** \_\_\_\_\_\_\_\_\_\_\_\_\_

**Timeline & Budget**

**Need it done by:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Budget:** \_\_\_\_\_\_\_\_\_\_\_\_\_

**Anything else?** \_\_\_\_\_\_\_\_\_\_\_\_\_

**Ready for more customers?** Call 0418 255 096 | saira@sairasays.com