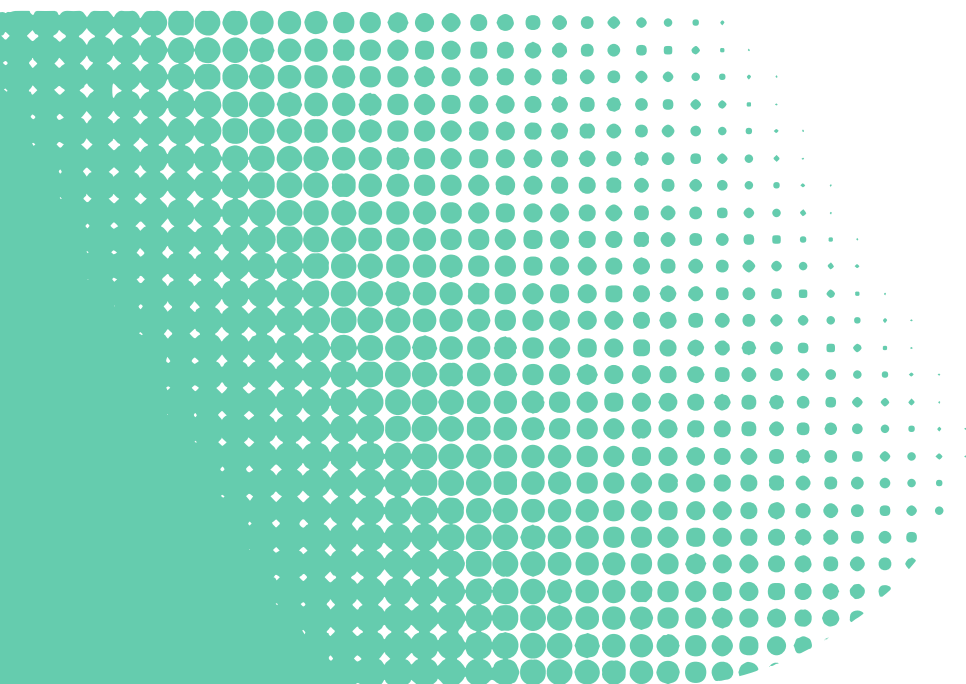




# Copywriting Checklist

**August 2024**



## Copywriting

Copywriting is writing persuasive text for promotional material or marketing and advertising purposes. The written content aims to increase brand awareness and persuade a person or group to take a particular action, such as purchasing or donating to a cause.

Copywriters help to create brochures, catalogues, radio jingles, adverts, scripts for commercials, websites, blog posts, and social media posts. Copywriting involves great skill, and we are proud to work with a team of professional and highly experienced Copywriters. Our team will ensure that your text is ideally suited to your requirements.

*We refer you to our terms and conditions of business; please ask us if you need a copy.*

Here are some questions to ask and things to remember when contacting us about your translation project:

- In which language(s) do you require our Copywriting service?
- What is the subject matter of the copy text?
- What do you want the key message(s) of the copy text to be?
- Who is your intended audience?
- Is there any context or background that the Copywriter should be aware of?
- Are you able to provide any subject reference material for the Copywriter?
- If yes, what material(s) can you provide?
- Can you provide the Copywriter with a style sheet of preferred fonts, terminology, tone, etc?
- Approximately how many words should the copy text be? 1000? 1500? Less or more?
- When is your deadline for receiving the finished copy?
- In what format would you like to receive the completed work?
- Do you have any additional or special instructions for the Copywriter?