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# CLIENT CHECKLIST FOR COPY WRITING

## CLIENT INFORMATION

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Specify type (you can check more than one):**

- Creative
- Technical
- Advertising
- Website

**Budget:**

- Static (pre-defined): \$ \_\_\_\_\_
- Flexible (based on estimate; list range): \$ \_\_\_\_\_

**FOR CREATIVE: List subject matter:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**FOR TECHNICAL: List subject matter:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**FOR ADVERTISING: List product(s) or service(s) to advertise, Unique Selling Point, and the main sales message (if applicable):**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**FOR WEBSITE: Give website description and copy needs:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Company Details (check what you can provide):**

- Writing Style Guide
- Previous Copy Pieces
- Product Information (if applicable)

**Approval information:**

Writer communicates with: \_\_\_\_\_

Invoices sent to: \_\_\_\_\_  
 through:  email  mail  fax