**Client Details**

Please complete all relevant sections and return with your signed agreement, Copywriting Characteristics Map and materials for review.

**Your Details**

Name:

Email:

Country / City / State:

Website:

Contact number or Skype name for coaching sessions:

You have chosen:

* Copywriting Laser Session / Critique $247
* Headline Workshop $197
* Sales Page review $347

**Copywriting Characteristics Map**

On the following page, you’ll find a series of questions that will help me build a copywriting profile for you and your business.

So that I can provide copywriting guidance specific to you and your business, it’s important for me to find out about the product or service you’re writing about, your target market and also your branding style or writing personality.

Please complete all sections and send to me with your agreement, and any materials for review to: [amy@harrisonamy.com](mailto:amy@harrisonamy.com)

**Section 1: Your business and product / service**

What does your business do?

How long you have been in business:

What specific product or service will we be focusing on during your coaching?

How long have you been offering this particular product or service?

List 3-5 specific features of your product or service and explain why they help your customers.

What is the size of your mailing list?

List any competitor sites:

Are there any major objections that potential customers have raised previously for this product?

Why is your product / service different from your competitors? Why should people buy from you?

Does your product / service have any awards / accreditations / reviews?

**Section 2: Your customer**

Who is your target market?

What problems do they have that are solved by your product or service? Try to be as specific as possible.

Why have they been unable to solve these problems in the past?

What are their lives like once your product / service solves these problems?

**Section 3: Your branding guidelines or writing personality**

Please use this section to describe your branding guidelines or writing personality.

For example, does your marketing have a formal, fact-based approach or a conversational, personable style?

**Section 4: Your coaching goals**

Please state clearly the specific piece of copy or landing page you want to review during your coaching session(s) (please include a URL or list below and send me the copy as a separate document

**Section 5: Your current marketing strategies**

Please let me know what marketing strategies you have to drive traffic towards the page of copy we will be reviewing in our coaching session.

**Section 6: Your coaching checklist**

Before returning these documents, please make sure you have included the following:

* A signed and dated agreement with your name include on page 2
* Completed client details and Copywriting Characteristics Map (this form)
* The copy or URL to the page of copy you want me to review

Please send everything to [amy@harrisonamy.com](mailto:amy@harrisonamy.com) and within 24 hours I will be in touch to get you booked in for our call together.