



## Brief

The following questions are designed to provide the information I need to prepare an accurate quote and ensure my work for you is as efficient and effective as possible. Please answer these questions over the phone, in an email, or at a meeting.

### Contact information

*Contact for questions about the quote:*

Name
Email
Phone
Organization

*Contact for questions about the project:*

Name
Email
Phone
Organization

*Contact preferable via:*

- Email
- Phone
- Video meeting (e.g. Skype)
- Chat (e.g. Slack)
- IRL meeting
- Other – please specify

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### Desired service

- Translation from Swedish to English
- Copywriting (English)
- Copyediting (English)



## Brief (cont.)

### Project description

#### *Business*

- Briefly describe your business and brand

- What is your USP?

#### *Target group*

- Who is the target group or who will read the English copy?

- If your target group is international – which nationalities are most highly represented?

#### *Purpose and message*

- What is the purpose of your project?

- What is the main message of your copy?



## Brief *(cont. )*

**Project** *Style and tone*  
**description**  
*(cont.)*

- How should your English copy be perceived? (clear, compelling, accurate, etc.)

- How formal should the tone be?

### *Spelling and style guides*

- Do you have a preference for US or UK spelling?  
Or should I propose spelling conventions based on your target group description?

- Do you have an internal style guide or a preferred external style guide?  
Or should I propose spelling conventions based on your target group description?

### *Other information*

- Please provide any information about your project that would be useful for me to know.



## Brief (cont.)

### Content

– Word count (otherwise page count)\*

– What is the content about?

– What fields or subjects does the project involve?

\*If you have files to be translated or edited, please attach them and I will see the word count myself

- File formats**
- Microsoft Word
  - Microsoft Excel
  - Microsoft PowerPoint
  - InDesign (INDD/IDML)
  - PDF\*
  - Google Drive
  - Tagged HTML files (e.g. XML)
  - Other – please specify

[See complete list of all file formats I accept.](#)

\*Additional time spent converting PDF files to Word may result in higher quote.



**Delivery**

- Do you have any particular delivery time preferences?

- Is there a specific time when the final version of the English copy will be published or used?

**Invoicing**

- Enter your billing address and any billing procedures to ensure efficient processing.