



Strategy-powered words that sparkle and convert

Research Before You Write

A practical workbook for buyer insight, competitors, site audits, and search intent

Free guide

<https://www.thecreativecopywriters.com>

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1 Why research comes first

Copy and content fail when they are built on assumptions. This workbook mirrors how THE CREATIVE COPYWRITERS approaches **Research** services—buyer research, competitor analysis, website audits, and keyword research—so your writers and strategists start from evidence, not guesses.

2 Module 1: Buyer insight

2.1 Jobs-to-be-done (quick capture)

- What is the buyer **trying to achieve** in this moment (functional job)?
- What **social** and **emotional** outcomes matter (status, risk, fear of-looking foolish)?
- What did they **fire** to hire your category (spreadsheet, agency, intern, nothing)?

2.2 Persona one-pager (template)

1. **Segment & title:** —
2. **Triggers:** What event makes them look for a solution?
3. **Objections:** Top three reasons they hesitate.
4. **Proof they trust:** Logos, metrics, methodology, referrals.
5. **Words they use:** Paste five phrases from sales calls, reviews, or support.

3 Module 2: Competitor lens

3.1 Comparison matrix

Competitor	Who they sell to	Core claim	Proof used	Gap we can own
A				
B				
C				

3.2 Messaging patterns

Note repeated headline structures, guarantees, pricing transparency, and onboarding narratives. Mark what feels *credible* vs. *formulaic*.

4 Module 3: Website & messaging audit

4.1 Homepage pass (15-minute checklist)

- ✓ **5-second test:** Can a stranger name *who it's for* and *what to do next*?
- ✓ **One primary CTA:** Is the main action obvious above the fold?

- ✓ **Proof placement:** Are logos, metrics, or quotes near claims that need belief?
- ✓ **Objections:** Where are risk reducers (guarantee, trial, security, compliance)?
- ✓ **Jargon scan:** Highlight phrases a buyer would never say aloud.

4.2 Page-level notes

For each key URL: **intent** (what should the visitor do?), **gap** (what's missing?), **next experiment** (copy or structure).

5 Module 4: Keyword & search intent

5.1 Intent buckets

Classify target queries as **Know**, **Do**, **Buy**, or **Go**. Match each to one page type (guide, landing page, comparison, homepage).

5.2 Content brief inputs

- Primary query / topic: —
- Intent: —
- Audience stage: awareness / consideration / decision.
- Unique angle: why this brand, why now?
- Internal links & CTA: —

6 Handoff checklist

Before writing long copy, confirm: ✓ buyer triggers captured; ✓ competitor gap named; ✓ audit priorities agreed; ✓ intent mapped to URLs.

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