

# Content Brief Template

## BASIC INFORMATION

Business Name	
Website URL	
Topic / Title	
Content Type In what format will the content be delivered?	<input type="checkbox"/> Web page <input type="checkbox"/> Blog post <input type="checkbox"/> Email <input type="checkbox"/> Downloadable asset (e.g., PDF, eBook, white paper) <input type="checkbox"/> Print asset (e.g., sell sheet) <input type="checkbox"/> Other  If you chose "Other", please explain here:
Length Word count	<input type="checkbox"/> Up to 500 words <input type="checkbox"/> Up to 1,000 words <input type="checkbox"/> Up to 1,500 words <input type="checkbox"/> Up to 2,000 words <input type="checkbox"/> Up to 2,500 words <input type="checkbox"/> Up to 3,000 words <input type="checkbox"/> Other  If you chose "Other", please explain here:
Keyword(s)	

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## CONTENT DETAILS

<b>Background / Topic Details</b>	<p>What's important about this topic? Why are we covering it? What specific subtopics/talking points should this piece cover?</p> <p>Why is the client the one that should be covering this piece?</p> <p>Is there a particular stance or perspective that the client has on this topic? If yes, please clarify.</p> <p>If there's one message that needs to come through clearly in this piece, what would it be?</p>
<b>Audience</b>	<p>Who is the primary audience for this article?</p> <p>Why is your audience seeking out this information? What issue, pain point or desire is driving them?</p>
<b>CTA</b>	<p>What do you want the reader to do once they've read this piece?</p>

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<b>POV &amp; Voice</b>	<p>What POV are we writing this from? E.g., 1st person singular (I, me, my); 1st person plural (we, us, our); third person (they, their)</p> <p>What is your voice in this piece? Put another way, what kind of impression do you want to make on your audience about who you are? How do you want them to feel about you and how do you want them to feel after interacting with this content?</p>
<b>Additional Resources</b>	<p>Are there any resources that would assist in the creation of this piece?</p> <ul style="list-style-type: none"><li>• In-house info/documentation (e.g., strategy docs, brand style guide, sales presentations, etc.)</li><li>• Links to related content (e.g., articles, blog posts, lead magnets)</li><li>• Links to external sources/websites for inspiration</li></ul>