



Content Creation and Copywriting Brief

What kind of content do you want to create?
Blog post, article, infographic, white paper,
eBook, report etc.?

Describe what you need as detailed and clearly
as possible.

Length

How many words are we writing?

**What is the call to action (CTA) for the
reader?**

What do you want the reader to do after reading
the content? e.g. visit website, buy product,
request more information etc.

What is the content category?

Promotion, Connection, Education,
Entertainment, Conversation...?

What do you want the content to convey?

In 25 words or less: summarize the most
important take-away that you want the reader
to understand.

Where will you use the content?

Blog name, Facebook, Twitter, Instagram,
LinkedIn, Press release, on your website, etc.

Why is this topic important?

What is your contribution/role in this topic?
What is your differentiation? Why does your
product/service impact this topic? How does
your offering make the life/business of your
customers better/easier/more effective?

Keywords

Based on your industry and content category,
what are the keywords you would like the
writer to include?



Relevance

Why is this relevant now? What's the urgency? Why should someone care about this topic now?

Voice and tone

Tell us about the personality of your brand, so we match the voice and tone for your company. Friendly, yet informative? Professional and ambitious? Empowering and uplifting?

Target audience

Do you have specified buyer personas? Whom do you want to reach with the content we create for you?

Supporting evidence

Anything else we need to know? Did you do/see any research, are there other interesting articles on the topic? If you have resources, please provide source and/or URL.

Reaction

What do you want to achieve with the content we create for you? How would you like your readers to feel about your company? What would you like them to think about you/your business?

Anything else you'd like to share?

Research

Is there anything you'd like the writer to know? Anything specific to your topic? Please provide details.

Images

What kind of images would you like to have included? Is there a style guide we need to follow? Any corporate branding information?

Links

Should the writer include links to sources used?

Content tags

Do you have any preferred tags/hashtags you'd like us to include?

