**Disclaimer:** Please have all major stakeholders approve briefs to ensure all preferences and requests are communicated before writers begin their work. Revision requests that deviate from or add additional resources to the original scope of work below are not covered by our [100% money-back guarantee](https://contentwriters.com/policies) and may incur an additional fee.

Please connect with your Content Success Specialist if you have concerns or would like to discuss best practices for creating a content brief that sets your writers up for success!

|  |  |
| --- | --- |
| **Company Name + Website:** |  |
| **Industry:** |  |
| **Company Description:** |  |

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| **Content Format(s):** | ☐ Blog Post – Qty:  ☐ Website Page – Qty:  ☐ Press Release – Qty:  ☐ Whitepaper – Qty:  ☐ Email Newsletter – Qty: | ☐ Facebook Posts (x 25) – Qty:  ☐ Twitter Posts (x 25) – Qty:  ☐ LinkedIn Posts (x 25) – Qty:  ☐ Product Description – Qty: 100  ☐ Custom – Qty: |
| **Desired Word Count:** |  | |
| **Delivery Timeline:** | ☐ Standard (5-Business-Day); ☐ Expedited (3-Business-Day);  ☐ Custom - Explain: | |

|  |  |
| --- | --- |
| **Topic(s):**  What do you want this content to be about? This can also serve as your title or headline. |  |
| **Content Goals & Things to Mention: (see next page)**  What outcome are you hoping to achieve from this content? Is there anything specific you’d like the writer to include? |  |
| **Target Audience:**  Who are you looking to reach with your content? |  |
| **Target Keyword(s):**  Are there specific keywords that the piece should target? |  |
| **Sample URL:**  Is there another site or blog that you admire? |  |
| **Structure & Formatting Requirements:**  Is there a specific structure or format you require? Any specific Call-To-Action? |  |
| **Style & Tone:**  What kind of tone should the writer use? Ex: Professional, smart, humorous, educational, etc. |  |
| **Voice:**  What point of view should this be written from? Ex: First person singular, second person plural, etc. |  |
| **Referencing & Linking Requirements:**  Is there a specific format you need the citations and sources to be in? |  |
| **Things to Avoid:**  Is there anything specific you’d like to leave out? |  |
| **Additional Notes:**  Is there anything else you’d like to inform the writer of? |  |