



ENGLISH-CONTENT.COM

Content Creation Brief

Name of Business
Address of Business
Contact Person
Email & Telephone
Project Description and Topic
Format (blog, ebook, white paper, voiceover, press release)
What is the business aim of the piece?
Who is the audience or reader?
At what stage of the customer journey are they?
What tone of voice should be used? Formal, informal?
What is the key message of the content piece?
What problem should be outlined in the piece?
What solution should be presented?
How should the audience react to the content?
What specific outcome is required? (conversion, download, click)
List the URLs of 3 competitors?
What research is required by the creative?
What keyword research is required?
Is promotional content required? (social media layouts)
How many words and pages?
For audio/visual projects, how many minutes of material?
What is the project budget?
Deadline 1st draft?
Deadline 2nd draft?
Publication date?
Any additional information?