



Point Your Freelancers In the Right Direction

Creating a content brief that's helpful – describing the who and the why without prescribing the how – will streamline the publication process

The Goal: Paint a clear picture for the creator of precisely what is expected from them.



For more content like this, join our mailing list at <http://frictionfreecommunications.ck.page/mailling-list>
or go to <https://www.frictionfreecommunications.com/resources>

Name of Project	
Client/Dept.	
Freelancer/Internal Writer	
Freelancer Contact	
Deadlines This could also include milestones and some indication of how quickly other stakeholders will provide feedback or reviews.	
Estimated Word Count	
Primary Keyword Can be used for writer research	
Secondary Keywords	
SUBMIT TO:	

1 Sentence Description: This is your Intent (the why behind the content). Here's what you MUST include/convey.	
What business problem are we trying to solve (and how does it align with our larger business goals)?	
What is the marketing or sales objective of this content?	
Who is the audience for this content? Differentiate between a prospect or existing customers whose relationships you're trying to renew or expand. Tell the writer about demographics and psychographics (e.g., buyer personas).	
What stage of the funnel are we targeting? <ul style="list-style-type: none"> • Awareness: Build rapport, establish relationships, increase traffic, establish buyer trust. Putting yourself on the radar. • Consideration: Keep in touch over time, connect with tire kickers, list growth, demand generation. Visitor has specific questions. • Action: Build trust, inspire visitors to act, start a conversation, turn "suspects" into prospects. Visitor is ready to buy. 	
What questions are we being asked that this content should answer? Go back and ask your Sales and/or Marketing team. You might also ask Customer Contact areas.	•
Call to Action: What specifically do we want the reader to do after they read this (e.g., subscribe to your e-mail list, request an e-book or white paper, sign up for a free trial, or buy your product).	

<p>Does the brand have a particular Point of View on this topic? If yes, who will provide it and how should you reach out?</p>	
<p>How can we make this differentiated and compelling? Might include benefits, audience pain points, or documentation to support the idea.</p>	
<p>What is the suggested structure? Look at the target audience's intent. What format will likely attract their attention. This could be a blog post, white paper, case study, infographic, video, etc. You could also provide something more directional (listicle, how-to article). Include formatting suggestions (images, headings, subheadings, bullets) and whether you want authoritative links to external or internal sources).</p>	
<p>What are the key deadlines for this project?</p>	
<p>How will success be defined and measured?</p>	
<p>Will we base this content on company-generated research?</p>	
<p>Internal links (related content on our website)</p>	
<p>External or competitor links (writers should also do their own research). If there are competitors you don't want them to link to, this is the place for that.</p>	
<p>Is there a particular style or personality we want? If you have a style guide, provide a link.</p>	
<p>Additional Information This could include:</p> <ul style="list-style-type: none"> • SEO Title (65 characters including the company name) • SEO Meta Description (155-160) • Aspect Ratio • Subtopics • Client background (Links?) 	