

# Welcome

## Content Brief Template

Before you can win keywords, write amazing content, align your freelance team, win all sorts of content marketing awards, and go viral, you need to come up with a plan.

Don't have the time, energy, or will power to plan? Good news!

Our content brief template is the perfect primer for any writer to get that creative energy jolting through their fingertips.

In order to use this for yourself, just move that mouse over to the top left of this document where it says **file** and then select **make a copy**.

## Title

**Working title:**

**Alternative title ideas:**

- 1.
- 2.
- 3.

## Specifications

**Writer:**

**Editor:**

**Client:**

**Byline:**

**Deadlines:**

- Outline:

- 1st Draft:
- Final Draft:
- Publication Date:

**Content category:**

**Tags:**

**Length:**

## **Brief**

**Direction:**

**Key message:**

**Purpose:**

**Point of view**

**Don't forget to include:**

**Do not mention:**

**CTA:**

**Rewrite instructions:**

## **Style**

**Style:**

**Tone and voice:**

**Font and structure:**

## **Audience**

**Who is this content for?**

## **SEO**

**Primary keyword:**

**Secondary keywords:**

**Competitive research:**

**Meta description:**

**SEO title:**

## **Links**

**Internal content to link to + anchor text:**

**Products/services to mention + anchor text:**

## **Resources**

**Content examples:**

**Technical resources:**