



Content Brief

AUTHOR: _____ PROOF DATE: _____ PUBLISH DATE: _____

CONTENT CHANNEL(s): _____

IMAGERY/GRAPHICS: _____

TOPIC: _____

WORKING TITLE: _____

TOPE OF VOICE: _____

CONTENT GOALS: _____

TARGET READER: _____

PSYCHOGRAPHICS: _____

KEY POINTS: _____

SUPPORTING POINTS: _____

SOURCES: _____

INSPIRATION/COMPETITION/DIRECTION: _____

WHAT INSPIRED THIS PIECE? _____

After your first draft, ask yourself (or someone else!):

- What fresh perspective have I given?
- Am I plagiarizing?
- How does this stand up to what inspired me?
- Is it what I started out to write or did it take a different direction?