

## Brief Template

### Content Length

*e.g. 1500 words*

### Topic Suggestions

*e.g. how to create content marketing strategy*

### Keyword Suggestions

*e.g. Content marketing strategy, how to do content marketing...*

### Tone of Voice

*e.g. Funny/Casual/Formal*

### Intended Result

*e.g. I want people who read this article to do the following... or With this piece of content I expect to achieve...*

### Target Customer

*e.g. Housewife, 40 y.o., interested in yoga...*

### Competitors

*e.g. domain.com, Example company*

### Examples of Content You Like

*e.g. I like articles on the example blog because...*

### Visuals

*e.g. I want the image to express the following emotion....*

### Specific Briefing Instructions

*e.g. Don't write about... Instead mention.... This content should be written using....*