

WRITER BRIEF

[Project Name]

Project Overview	
Client	
Asset Type	
Description/Purpose	
Byline	
Length	
Deadline	
Call to Action	
Campaign/Series	
Template	
Reference #	

Content Overview
What is the overarching message of this project? • Who is our audience for this project/story? <i>Primary Audience/Persona:</i> <i>Secondary Audience/Persona:</i> What is the audience's problem/challenge? What is the solution to the identified problem/challenge? What are the results/benefits of the solution for this audience?

How should this audience feel after they read this story?

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What are the key takeaways for our audience?

Editorial Style, Tone & Voice

Brand style guidelines:

- [LINK TO ONE PAGER]
- [LINK TO CITATION GUIDELINES]

Project tone and voice:

- [INSERT DESCRIPTION]

Search Engine Optimization (SEO) — AS NEEDED

Primary keyword:

-

Supporting keywords for context:

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For webpages only –

SEO title tag (max. 65 characters; must include primary keyword):

-

SEO meta description (max. 160 characters; must include primary keyword):

-

SEO page URL (must include primary keyword):

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Resources

Priority	Description	Link
High		[LINK TO FILE IN SHAREPOINT]
High		

Medium		
Medium		
Low		
Samples – [LINK TO FILE IN SHAREPOINT]		