

Content With Experts – Collaboration Template

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(A simple framework to help marketers and experts work together without losing time — or patience.)

Project Overview

Working Title / Topic:

(Example: “Why Data Transparency Matters in Health Tech”)

Purpose: What are we trying to achieve with this piece?

(Example: Educate, position expertise, generate leads, clarify misconceptions, etc.)

Audience: Who are we talking to? Describe your audience in one or two sentences.

(Example: Early-stage founders in femtech who want to understand privacy in AI tools.)

Why We’re Writing This: A short explanation of *why* this topic matters — for the company, for the audience, and for your expert’s area of work.

(Example: We’ve noticed questions about data collection in our demos — this article will help us clarify our stance and share our experience.)



Key Message

What’s the main idea or takeaway we want readers to leave with?

(Finish this sentence: after reading this piece, the reader should understand that...)

Interview Questions for the Expert

(These are the specific questions we’ll cover during our interview or email exchange. Please read them in advance and add any notes or points you’d like to highlight.)

1. _____
2. _____

3. _____
4. _____
5. _____
6. _____

(Add or adjust based on what you think is relevant — this will be our core for the first draft.)



Timeline

Milestone	Description	Date / Deadline	Notes
Kickoff	Send this document to the expert		
Interview / Q&A session	30–45 min interview to gather insights		
First draft	Draft written and shared for fact-check		
Review round #1	Expert reviews and fact-checks the content		
Final draft	All edits incorporated		
Publication	Article published and shared		



Roles & Responsibilities

Role	Person	Responsibilities
Expert		Provide knowledge, validate accuracy, review draft
Content Lead		Research, structure content, draft, and edit the article
Reviewer / Stakeholder		Optional – final sign-off



Notes for the Expert

Hey — before we start, here's what you should know:

- You **don't have to write anything**. We'll handle that part.
- The purpose of this interview is to make your expertise accessible and understandable for our audience.
- We'll record the call (with your permission) for accuracy.
- You'll get a chance to review the draft before publication to confirm that everything is correct and represents your views.
- You'll be credited as the author or as the expert reviewer (depending on your preference).