



Content besties don't gatekeep. So we're sharing our very own brief template.

But we think it will be most helpful if you customize it to fit your specific needs.

Feel free to make a copy, keep what you need, delete what you don't. Hit the team up on LinkedIn if you have any questions. We're here to help. :)

Beam Brief Template

Format + Word Count	• <i>Feature article</i> • <i>Ghostwritten article</i> • <i>On-page guide</i> • <i>eBook</i> • <i>White paper</i> • <i>Case study</i> • Words:
Perspective and Byline	• <i>First- or third-person perspective?</i> • <i>If ghostwritten, who will be the author?</i>
Audience + Pain Points	• <i>Who is the audience?</i> • <i>What heartburn or problems are they facing as it relates to this article?</i>

Narrative Frame	• <i>What's the plot or elevator pitch?</i> • <i>What's the tone and style?</i> • <i>Conceptual, strategic, or tactical?</i> • <i>What's the Hook?</i>
Think, Feel, Do	<i>After consuming this content, what should the audience...</i> • Think: <i>"This new product X fits my budget and helps me do X"</i> • Feel: <i>"Even though X product is cheaper, I really love the way X company creates community."</i> • Do (CTA): <i>"I'll talk to my Ops manager and set up a demo."</i>
Overarching Client Goal	• <i>Why does the client want to create this content?</i> • <i>How does it fit into the client's overall strategy?</i> • <i>Where will it live or be distributed once it's finished?</i>
Other Use Cases	• <i>Will this be connected to other elements of GTM? (Sales enablement, social, customer success, etc.)</i>
Product-based or Agnostic	• <i>Will we be talking about the client's product in this content?</i> • <i>If so, should we link to it somewhere?</i>
SME Info	<i>SME Name and LinkedIn Role, Company</i> <i>Transcript Link:</i> <i>Recording Link:</i>
Internal Research	• <i>Link 1</i> • <i>Link 2</i> • <i>Link 3</i>
External Research	• <i>Link 1</i> • <i>Link 2</i> • <i>Link 3</i>
Outline	<i>I. Intro</i> <i>II. H2</i> <i>A. H3</i> <i>B. H3</i> <i>C. H3</i> <i>III. H2</i> <i>A. H3</i> <i>B. H3</i> <i>C. H3</i>

	IV. <i>H2</i> A. <i>H3</i> B. <i>H3</i> C. <i>H3</i> V. <i>Conclusion</i>
--	---