

Thanks for taking the time to kick off this project on the right foot! This brief should take you ~15 minutes to fill in, and will help ensure fewer revisions, faster turnover, and higher quality deliverables.

Questions? Reach me at rachel@rachelandreago.com

Title

2-3 different headline ideas (note: there may be some tweaks to this, but the title options will help ensure we're going in the right direction)

- 1.
- 2.
- 3.

Goals/Objective

3-5 sentences summarizing the goal of the article and what readers should take away from it.

This article should...

Keyword(s) or keyphrase(s)

The key phrase(s) you'd like this article to target for SEO purposes.

- *Target keyword/phrase*
- *Secondary keywords/phrases*

CTA

What action you'd like your reader to take at the end of the article.

- *Desired call-to-action text*

Target word count

X - X words

Deadlines

- Outline:
- Draft:
- Revisions: Due from client (that's you) 5 working days after draft delivery
- Final:

Editorial guidelines

Link to the target blog editorial guidelines, if available. This should include grammar/style notes, things to avoid, and formatting preferences.

URL to editorial guidelines

The section below is **optional**, but **highly recommended**. The information you provide will help make our process (and the final product) more effective.

Audience

A summary of your target audience and their key pain points the article will address.

We cater to....

Channels

Where do you plan to distribute this article? This will help me write for the publication as well as draft smaller text snippets where needed if you plan to share on social channels.

Competitors

Competitors to avoid mentioning or linking to.

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-
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Key points

Anything in particular you want to make sure we cover? If not, leave this blank and we'll propose an outline.

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External sources

Relevant articles, good sources to cite, examples of well-done coverage of the topic.

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Internal backlinks

Any links from your own blog that you'd like me to work into the article, or you think are relevant.

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Team members

Please share if I need to collaborate with anyone on your team for quotes, reviews, design, or other tasks.

- Internal project owner:
- Editor(s):
- Final review:

- Designer:

Thank you, and I'm looking forward to working together!