

Content Brief for XX Project

Stakeholders										
Content contributors										
Business Goals related to this page/screen/section	1) 2) 3)									
Target Audience Needs	<table border="1"> <thead> <tr> <th>Audience</th> <th>What do they want and need? Questions and concerns?</th> </tr> </thead> <tbody> <tr> <td>#1</td> <td></td> </tr> <tr> <td>#2</td> <td></td> </tr> <tr> <td>#3</td> <td></td> </tr> </tbody> </table>		Audience	What do they want and need? Questions and concerns?	#1		#2		#3	
Audience	What do they want and need? Questions and concerns?									
#1										
#2										
#3										
Calls to Action	1)									
Key Messages to communicate										
Voice and Tone	Brand attributes: Target Voice + Tone:									
SEO keywords to integrate, if applicable										
Relevant docs and links										
Content Status										

01. Content

02. Older Drafts

Brainstorm and save older drafts below.