🧾 Nexus Labs Freelance Writer Brief

We're looking for a freelance editorial contributor to help tell the most important stories in smart buildings—through the eyes of building owners.

🏢 About Us

Nexus Labs is the trusted media and community platform for smart building professionals. Our mission is to help building owners **Clarify what matters, Connect with trusted peers, and Catalyze action**—so they stop wasting money on underused tech and start making real progress on cost, carbon, and occupant experience.

We publish weekly articles, host events, and run NexusCon—our flagship annual conference. Our audience includes facility managers, energy leaders, workplace strategists, and operational technologists from across real estate verticals.

✍️ About the Role

You'll be responsible for producing 1–2 longform (~2,500 words), building-owner-centric articles per month that get published on our website and then broken into bite-sized newsletter insights. You'll lead the process from interviewing to outlining to writing—with a lot of support, structure, and access to top-tier subject matter experts.

🧠 What You'll Do

- You'll be assigned beat-aligned topics (Facility Management, Energy, OT, Workplace) based on your expertise

- Interview ~3 building owners and/or SMEs per article (we help you create that list, give you contact info)

- Record interviews over Zoom (audio + video) and transcribe via Nexus Labs' Otter

- Create a detailed outline for editorial review before writing

- Use ChatGPT deep research or similar (with our training if needed) to accelerate first-draft production

- Draft and edit the full article + 3–4 short newsletter-ready insights (~200 words each)

- Incorporate interviewee feedback and Nexus Labs editor suggestions

- Collaborate with a designer for visuals

💼 Our Workflow (We'll Train You on This)

- 6-week timeline per article

- Interview scheduling + email templates provided

- Structured outline + review process

- Use of Otter, Zoom, Google Docs, and ChatGPT

- Newsletter insights extracted from each article and published over 3–4 weeks

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✅ You're a Fit If You:

- Have 3+ years experience in B2B content, journalism, or technical storytelling

- Have written for audiences in real estate, construction, energy, or technology

- Are confident interviewing executives or operators and asking clarifying questions

- Know how to structure complex material into simple, engaging stories

- Are curious, deadline-driven, and ego-free in the editing process

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💸 Logistics & Compensation

- Freelance / contractor role (remote)

- $500–$1500 per article, depending on scope and experience

- Potential for longer-term collaboration on research, reports, or beat leadership

📫 How to Apply

Email **james@nexuslabs.online** with:

- A short intro (1–2 paragraphs max)

- 2–3 links to longform writing samples (especially interview-based or B2B)

- One smart buildings topic you'd love to explore or the beat you're most interested in (FM, Energy, OT, or Workplace)

Article Workflow

📅 Timeline: Starts 6 Weeks Before Publication Date

🔄 7-Phase Production Flow

1. Editorial Assignment (6 Weeks Out)

- Assign topic + beat from the editorial calendar

- Assign:

    - **Writer**

    - **Interviewees**

- ○ **Designer**

- Add to editorial tracker

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2. Interview Scheduling + Execution (Weeks 5–4)

- Nexus Labs team sends out **interview request email template**, including:

  - ○ Topic and beat

  - ○ When the article will be published

  - ○ Interview scheduling deadline

- Interviewees book interviews via scheduler link and writer tracks the status
- Zoom **video + audio will be recorded**
- Conducts interviews over **Zoom**, with **recording enabled**

  - ○ Save **video + audio recording** for future use (podcast clips, marketing assets, social)

- Use Nexus Labs' **Otter** account to transcribe interviews for drafting
- Start outline during or immediately after the interview process

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3. Outline Creation + Internal Review (Week 4)

- Writer drafts outline (see full version below) including:

  - ○ Title + beat

  - ○ Owner problem framing

  - ○ Key quotes from transcript

  - ○ Draft structure and potential visuals

- Editor (Nexus Labs) reviews and approves or provides feedback

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4. AI-Assisted Drafting (Weeks 3–2)

- Writer creates drafts in Google Docs:

    - Final outline

    - Otter transcript

    - Optional relevant past content

- Uses **ChatGPT or similar** to generate first draft

- Edits for tone, clarity, length, and alignment

- Adds to shared **Google Doc**:

    - Full article manuscript

    - **3–4 short-form insights (~200 words each)** for newsletter

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5. Owner Review + Graphic Design (Week 2–1)

- Writer sends draft to interviewee(s) for light review

    - Review loop = light edits only, 5–7 days turnaround max

- Designer (if needed) delivers visuals aligned to article concept

- Final editorial polish and approval by editor

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6. Publishing (Week of + Following Weeks)

- Article published on Webflow by Nexus Labs team
- **3–4 insights** extracted from the article, each published in a **weekly Nexus newsletter**

    - Content tailored for email format with direct owner voice

○ Each includes clear subject line, beat alignment, CTA (e.g., join Pro, attend roundtable)

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7. Post-Publication Follow-Up

- Track open, click, and reply data

- Identify high-signal content for:

    ○ Roundtable themes

    ○ Benchmarking prompts

    ○ Certification module seeds

- Flag high-impact interviews for:

    ○ Repurposed video/audio clips

    ○ Podcast segments

    ○ Social snippets

🧰 Final Toolset Overview

Tool	Purpose
Zoom (w/ Recording)	Owner interview capture (video + audio)
Otter	Transcripts

Scheduler (Calendly, etc.)	Streamlined booking
Email Template	Professional, expectation-setting outreach
Outline Template	Consistent story structure
Google Docs	Manuscript + newsletter insights in one place
ChatGPT	First-draft accelerator
Editorial Tracker (Notion/Trello)	Workflow visibility
Design Brief Template	Optional visuals

📝 Owner-First Article Outline Template

(To be completed before writing begins, and reviewed by an editor)

📌 Basic Info

- **Working Title:**

- **Assigned Beat:** *(Energy, FM, OT, or Workplace)*

- **Planned Publish Week:**

- **Writer:**

- **Interviewee(s):**

- **Zoom Recording Link(s):**

- **Otter Transcript Link(s):**

🧠 1. Core Idea

What is the main owner problem or tension this article will explore?

(State it from the owner's perspective in plain language.)

🧱 2. Why This Matters

Why is this problem important now? What's at stake if it's not solved?

(e.g., cost, carbon, compliance, confusion, decision fatigue)

📣 3. Key Quotes or Owner Insights

Paste in 3–5 standout quotes from your interviews that will anchor the article.

Add any paraphrased points that are critical but not direct quotes.

🧭 4. Proposed Article Structure

Sketch a section-by-section plan (rough bullets or paragraph summaries are fine). Example:

1. Hook: The problem in plain language

2. Context: Why now, what's changing

3. Owner POV: "Here's how we're navigating this…"

4. Lessons: What others can learn from this approach

5. Optional vendor angle (only if it strengthens the story)

6. CTA: What the reader should do next (join Pro, reply, attend roundtable)

🎨 5. Graphic or Visual Ideas (Optional)

If a designer is involved, what might help visualize the key concept?

- Diagram, workflow, benchmarking chart, or quote card?

- Include sketch or link to reference visual if helpful

✉ 6. Newsletter Insight Ideas

Write **3–4 short teaser insights** (~200 words each) that can run in successive Smart Buildings Signal newsletters. Each should:

- Stand on its own

- Be written in plain, practical language

- Include a key quote, takeaway, or surprising finding

- Point to the full article (if applicable)

✅ Submission Checklist

Before sending this outline for editorial review:

- Interview(s) completed and recorded on Zoom

- Otter transcript linked

- Core idea defined and owner-first

- Key quotes selected

- Structure outlined

- Newsletter insights drafted

- Graphic brief included (if applicable)