

How to write the perfect blog brief

1. What's the blog topic?

2. Who is this blog being written for (think target audience)?

3. Is it likely that your audience will be searching this topic online?

4. What's the ultimate aim of the blog (e.g. increase enquiries, educate customers etc)?

5. What key information should the blog include? Please provide as much detail as possible.

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6. If you're telling a story involving your business, what team members did it involve? And what are their job titles?

7. If you're talking about a project, how did it progress? What was the outcome?

8. If you're talking about a product, what are its benefits? Why is it better than its competitors?

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9. Are there any relevant stats and figures you'd like to include? If yes, do these need to be referenced - please provide source of stats.

10. Are there any relevant interesting anecdotes you'd like to include?

11. What's the conclusion of the blog – the key fact that you want readers to remember?

12. Does the blog require a call to action? Do you want your audience to 'do something' once they've finished reading. If yes, what is it?