**Content Brief**

**Content Name**

*Working Title*

**Format**

*Blog post, poster, video, eBook, webinar, FAQ, etc*

**Objective**

*What the communication is intended to accomplish (awareness, leads, likes, etc.)*

**Target Persona**

**Topic (one sentence)**

*What story are we telling here? Use outlines from Content Planning Tool to fill in detail.*

**Competition**

*What other products or services compete with this one? How are they positioned? Are there any background materials to review?*

**Requirements**

*Are there any graphic or copy elements that must be included (taglines, disclaimers, trademarks, design/style guidelines, etc.).*

**Tone (pick one or two)**

*Serious, approachable, optimistic, casual, etc*

**Distribution**

*What is the plan for getting this out to prospects and customers?*

**Call to Action**

*What should the customer do after consuming this piece of content? Next content or action recommended?*