

## Article Brief: [title]

**Publish title:** [\*\*\*]

**Byline:** [\*\*\*]

**Series/Campaign:** [\*\*\*]

**Project management task/ticket:** [\*\*\*]

**Thesis:** [What is the main idea? What is the content about? What is the direct message?]

**Brand Message:** [What is the indirect message, “in between the lines”? What do we want the reader to take away about us, our client, or the topic?]

**Target Audience(s):** [Who is this for?]

**Audience pain points and challenges:** [\*\*\*]

**Business Goals:**

- **Awareness**
- **Conversion** (define in the CTA!)
- **Monetization** (for company/brand/org or specific product/service)

**Call-To-Action/Call-To-Value (CTA):** [What is the next step we’d like the reader to take?]

**SEO Target Keywords:** [\*\*\*]

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## Outline

- **Thesis:** [Main Idea + CTA]
  - **Supporting point**
  - **Supporting point**
  - **Supporting point**
- **Conclusion:** [Summary + CTA]

## Meta and Social

**Meta Title:** [Use different keywords than page title; can be an “seo-friendly” version of title]

**Meta description:** [Put the focus keyword in the meta description. This will be highlighted in the search results.]

**Social sharing** (1-2 messages per platform, use 2-3 hashtags):

- **Twitter:** [fun, community-oriented message - 280 char. limit]
  - **LinkedIn / Xing:** [professional, brand-building -700 char limit, but keep short]
  - **Facebook:** [brand-building with a bit more personality - keep it succinct]
  - **Instagram:** [focus on photo - caption short and sweet]
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## Article Draft

<h1 title- use “human-friendly” keywords>

<subtitle>

[Intro]

Summary of the whole thing.

Pain point, solution OR benefit, challenge, solution.

(CTA Here)

[Sections/Headers]

Each supports and carries forward the main idea. Stay compact, keep focused.

[Conclusion header]

(CTA Here)

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## \*\*\*Notes\*\*\*

Preparation

References, resources, research, interviews