



A FREELANCE WRITER'S BRIEF

An easy to Follow Template for a
Blog Post Brief

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Freelance Writer's Brief: Blog Post

Prepared By: [Name of Client or Organisation]

Contact: [Client contact details]

Date: [Date of Brief]

Blog: [Name of/link to blog]

Context

If the freelancer is new to your business, write a brief introduction using these questions as prompters where relevant:

- What's the background to your business, how long has it been around?
- What product or service do you sell?
- What are your core business values and what are you most proud of?
- Where are you based
- Who are your customers (better still, provide a buyer persona if you have one)
- What is the purpose of the blog and how does your blog fit into your overall content marketing strategy?
- When did you launch your blog?
- How many subscribers does your blog have?

Blog Post Structure and Content:

Headline	What is your suggested headline for the post?
Type of post	What type of post do you want, ie a list post, 'how to', instructional/educational, news, checklist, case study, profile, interview, review etc?
Wordcount	How many words do you want the post to run to.
Overview and main takeaways	Sum up the post in a sentence or two – what can readers expect? What is the core message you want to convey through the post?
What is the primary keyword	Provide primary keyword or phrase.
What are the secondary keywords	Provide secondary keywords or phrases.
Searcher intent	When people are searching for your key word, what is their intent? Are they looking for information, entertainment, reviews, comparisons, wanting to make a purchase. . .?
Competition	Are there posts that have covered this topic that currently rank on Page 1 of Google? Provide links to them
Tone of voice	This should be consistent with your brand and customers' values
Outline	Do you have an idea of how the post should flow and the topics you want covered? Can you provide, a list of sub-heads?

Post Audience:

Who is this post targeted at? Describe your ideal reader and the issue they're grappling with. In other words, what will provoke them to seek out this post, and how is it going to improve or add value to their life?

Outcome

What do you want your audience to do having read the content? Buy now? Share, comment, download, sign-up, click through, pick up the phone? How will you measure the post's success?

Other Considerations:

Provide the following information:

- Will the post have an author's byline? If so, who will it be accredited to?
- If it is accredited to the writer, will you allow them to include a brief author's bio and a link back to their own site?
- Do you have any research resources or links to websites and articles you think will help?
- Will you provide images and graphics for the post
- Do you have any formatting requirements?
- Do you want the writer to include any links in the post?

Timing

When do you intend to publish the post and when do you want to see a first draft?