
Writing Brief Template

A framework for commissioned and client writing — fill in before starting any assigned piece.

1 — THE ASSIGNMENT

Publication / Platform _____ **Piece type** _____

Word count _____ **Deadline** _____

Tone and register

Formal / Conversational / Technical / Promotional — describe if none of these fits.

Any specific style guide or house rules?

2 — THE READER

Who is the intended reader?

Be specific — not "general audience" but who, exactly, and why they are reading this.

What do they already know about this subject?

What do they need from this piece?

Information / Reassurance / Guidance / Entertainment — what should they leave with?

3 — THE CONTENT

Working title

Central argument or key message

What is this piece actually saying? One sentence if possible.

Key points to cover

1. _____
2. _____
3. _____
4. _____

Points to avoid or exclude

Mandatory inclusions

Brand terms, disclaimers, required links, specific statistics or data.

4 — THE DELIVERABLE**Format requirements**

Subheadings required / Bullet points / No lists / Other formatting instructions.

SEO requirements

Focus keyword _____ **Meta description required?** _____

Submission format and contact

Format (Google Doc / Word / CMS) _____ **Submit to** _____
