

Creative Brief

Type of Content (blog, ebook, email, bylined article, etc.)	
Topic/Suggested Title	
Target Audience(s)	
Description (200 words max)	
Goals/objectives	
Is this part of a campaign? If so, please provide a brief overview.	
Buyer Journey Stage (Awareness, Interest, Desire, Action, Retention)	
Product Focus	
Key Messages	
Key Takeaways	
Call to Action	
Deliverables (copy, meta description, internal announcement, client email, social posts, etc.)	
SEO keywords	
Supporting Resources (data, talking points, reference sources)	
Target word count	
Deadline	