

Copywriter Briefing Checklist – Example for a Blog Post

What is the topic of the blog post?
Wordcount: How many words do you need?
Business objective <ul style="list-style-type: none">- What's the key purpose of your post? (e.g. educate the market, attract links etc.)
Audience / readership <ul style="list-style-type: none">- Who is the main audience? Do you have a specific persona in mind?- What is their level of understanding on the subject of the blog post? Is the information new to your audience or do they already have some knowledge of the subject?- Where does this content fit into the sales funnel and decision-making journey? (e.g. awareness, consideration, conversion, loyalty)
Point of view: <ul style="list-style-type: none">- Should the post be written in first person or third person?- Should the post be written from a specific person's point of view? If so, who is it from and what is his/her title and role at the company?
Tone and style of writing: <ul style="list-style-type: none">- What tone should we write your post in? (e.g. first-person professional thought-leader, third person B2B technical, third person conversational and friendly etc.)- Do you have a style guide and/or any examples or links that reference your preferred writing style? (Examples could be your own material or from another website.)

The key takeaways of the blog post:**List key takeaways:**

What are your key takeaways for the post? What information do you want readers to understand and remember?

Information to support your key takeaways:

What specific information should we include to support your key takeaways? As a gauge, for a post of 600-800 words we recommend 4-6 key chunks of information. (Covering too many or too few points will create issues, so for a 600-800-word post, we advise sticking to 4-6 main points that link in with your key takeaways.) Please include any statistics, links or quotes you would like featured.

Search Engine Optimisation (SEO) considerations

- Do you have a target keyword/phrase?
- Would you like us to recommend <h2> and other structured data layouts for this piece?

What is your Call-to-Action? What do you want people to do after reading the blog post?**Is there any further information you would like included in your blog post?****Logistics**

- What timeframes are we working to?
- Which stakeholders are involved?