



EXAMPLE WRITING BRIEF

This is an example of a writing brief that you could use to instruct a writer to produce a blog to specification. We're using ['How To Brief A Freelance Writer'](#) as the example piece of writing that this brief would be intended to produce. You could include or remove those fields that you think are necessary.

ADMIN:

Purchase order (PO)	If you need to keep track of what purchase order (PO) was used to order this content, then you might wish to include this field here
Rate	Likewise, you wish to state the agreed rate here.
Deadline	It's handy to keep deadlines front and center
Style Guide	Will this article need to conform to a certain style guide? Why not include a link to it in Google Docs here
Writer	If you're working with a lot of freelance writers, then it's a good idea to note who this brief is for

CLIENT DETAILS:

If you're an agency briefing a writer for work on behalf of your clients, then you probably don't need to read this guide. But if you are, then it's a best practice to include the name of your client here so that the writer knows who he or she is ultimately writing for!

ARTICLE DETAILS:

Article title:	How To Brief A Freelance Writer
Article length:	2,000 to 2,500 words
Article purpose:	To provide a comprehensive guide, for those who have never worked with freelance writers before, about what information to include in a writing brief.
Audience	Readers that discover this piece of writing organically from Google keyword searches. The buyer persona being

	targeted here is marketing managers at small companies that have just begun working with a freelance writer for the first time. Marketing resources at larger organizations have probably worked with freelance writers before. Try to keep both audiences in mind but make the piece beginner-friendly.
Objective(s)	Inbound marketing; lead generation
Tone of Voice (TOV)	The tone of voice should be informational and authoritative
Take home message	If you include these fields, then your writer should be able to produce a good piece of work to spec
Outline	<p>Introduction:</p> <p>H2: What is a brief?</p> <p>Provide an explanation for what a brief is for those who are unfamiliar with the term. Lead the reader into the article.</p> <p>H2: Why are briefs important?</p> <p>One paragraph explaining why briefs are important. Explain that they are a win win situation allowing writers to produce their best work - and for you to get the best possible piece of writing in return for your budget. Also make sure to explain how they streamline the writing process by clarifying expectations and minimizing the chances that miscommunication will necessitate more revisions and a longer revision cycle.</p> <p>Main section:</p> <p>The body of this article will provide a checklist for the various items that should be included in a freelance writing brief. Please include up to 20 items that you feel merit inclusion based on your experience. For some items, please give examples.</p> <p>Conclusion:</p> <p>H2: Better Briefs, Better Writing Conclude the article by reiterating that better developed</p>
Keywords - try to include once naturally	Freelance writing brief How to write a brief Writing brief