# Blog post creative brief

Date of assignment:

Author:

|  |  |
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|  |  |
| Title |  |
| Due date |  |
| Target wordcount |  |
| Topic overview – the gist |  |
| SEO keywords to use  Or keyword research required: y/n |  |
| Target audience (buyer persona) |  |
| Stage in funnel – awareness (TOFU), consideration(MOFU), purchase (BOFU), post-purchase |  |
| Byline goes to… |  |
| Angle: what is it you have to say that’s different in the market |  |
| Key points to make in post (this can take the form of an outline) |  |
| Takeaway: what do you want the reader to know/learn/do? |  |
| CTA: contact us? Subscribe? Book a consult? Download an ebook? |  |
| Subject matter expert (SME) name and contact |  |
| References (any links to relevant competitor content), esp top SERp results for the topic) |  |
| Internal links to use or reference |  |

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