



ToggleContent templates
Blog Post Briefing

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Complete the form to tell us what you want in your blog post.
The brilliance of the post depends on your ideas.
We'll just craft this brief into copy your buyer persona will want to read.
The sharper the brief, the better the blog.

"Give me the freedom of a tight brief." David Ogilvy

Keep a copy of this template safe to use again.
Fill in the boxes with ">". You can delete the ">" if you like.

WORKING TITLE

>

WORD LENGTH

What is the approximate length of your post?

>

BUYER PERSONA

Who are you writing this blog post for?

>

KEY MESSAGE

Sum up in a sentence the 'big idea' of your post

Example: "The new GDPR will rewrite the rulebook on how you handle your customers' data, so you need to get ready – now!"

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CALL TO ACTION

What do you want your reader to do? Where do you want them to go? Please provide link – landing page, related blog, contact page etc

>

THE READER'S PROBLEM

What problem will your post help the reader solve?

Example: "My baby won't sleep at night"

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BENEFIT TO READER

Why should they spend their time reading your post?

Example: "You'll save time by following these desktop management tips."

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READER RESPONSE

How do you want them to feel after reading your post?

Examples: Inspired. Motivated. Anxious. Curious. Grateful. Better informed.

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HEADING OUTLINE

What are your main ideas? Break up your post into readable chunks. Write a short description for each section. You can break up each section into smaller sections later, if you wish.

Example: 1. Causes of back pain. 2. Symptoms of back pain. 3. Things you can do to treat back pain. 4. Things you can do to prevent back pain.

>

BODY TEXT

For each section, give a summary of what you want to say.

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SOURCE MATERIAL

Include links to any websites you've used for research. We may need to visit the websites and/or cite sources. What other source material is available?

>

IMAGES

What, if any, ideas do you have for photos, illustrations, infographics etc? Please provide source reference/URL.

>

KEYWORDS

What keywords and phrases are to be included in the post for SEO purposes?

>

LINKS

Are there related articles for internal or external linking?

>

MORE QUESTIONS...

Here are some more things you may wish to think about to help us create great content for you.

Is the article long enough to make a series of shorter articles?

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Have you generated ideas going beyond the key message for this post that could be used for spin-off content?

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Does your post answer multiple individual questions that could be used for a FAQ or multiple social media posts?

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Does the post contain lots of data/statistics or cover steps/stages in a process that would make a good infographic or slideshare presentation?

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Does the post describe a process or is it instructional in nature, and could be converted into a guide?

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Does the article touch on topical events in the media?

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