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# Reusable Content Brief Template

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For blogs, emails, social posts, and everything in between. Use this template to clarify what you're creating, who it's for, and what success looks like.

Project Title	
Draft Due	
Publish Date	

**Goal**

*(What's the purpose of this content?)*

**Target Audience**

*(Who is this for?)*

**Tone & Voice**

*(How should this sound?)*

**Key Message or Takeaway**

*(What's the one thing the reader should walk away knowing or feeling?)*

### Call to Action (CTA)

*(What do you want the reader to do next?)*

### Content Notes

### Format & Content Details

Type:

Word count/page length:

Keywords:

Internal & external links:

Examples for reference  
(if applicable):

### Success Metrics

*(How will we know if this worked?  
Check all that apply.)*

- ☐ Open rate
- ☐ Click-through rate
- ☐ Website traffic
- ☐ Social shares
- ☐ Leads generated
- ☐ Comments or replies
- ☐ Other:

### Metric Notes