



HOW TO FLESH OUT A CONCEPT TO GET A STELLAR PIECE OF CONTENT BACK

Every concept should contain these elements:



Content type

What type of content do you want created — a blog post? Whitepaper? Press release? Product description? Let your writer know.



The target audience

Define who you want to read the piece of content, including age, gender, interests, job title, reading level, income, goals and challenges.



The goal

What's the purpose of the content? The take-away? What do you want readers to do when they're done?



Publishing location

A URL is ideal, but at least describe the site.



Style & tone

The personality and mood of the piece — e.g., funny, formal, practical, sincere, silly, sarcastic.



Due date

No need to explain this one.



Word count

Minimum and maximum word count.



Formatting requirements

H2s or H3s? Include internal links? What size should images be?



Detailed outline

Provide the writer with the points you want covered, including keywords.



Contact name & info

Make it easy for writers to get their questions answered quickly.



Links to important documents

Link to any reference URLs, separate contributor guidelines, the company style guide and favorite content/sources of inspiration.