

ENDURANCE

<https://thinkendurance.com>

CONTENT BRIEF: XXXXXX NAME

DATE: e.g. 03/04/2020

Please take a moment to answer the questions below to the best of your ability. If you're unable answer a question (or want to discuss it verbally), that sounds good to us. Thank you for your time and effort.

What Type of Content Are We Creating?

- Blog Articles
- Podcasts
- Newsletters
- Website Content
- Social Media Content
- Technical Documentation
- Case Studies
- Live Streams
- Whitepapers
- Custom Photography
- Videos (*please describe*)
- Webinars/Webcasts
- Industry Publications
- Research Reports
- Infographics
- Custom Guides
- Other

What Is the Overall Topic/Task?

Please write about...

<OR>

Please complete...

Content Purpose? (E.g. sales copy, product copy, educational piece, informational, etc.)

<<describe here>>

*e.g. Content should **educate and** inform. It should not dictate how/when. We're looking for responsible information, not articles that strictly dictate action.*

Target Audience? (e.g. demographics, psychographics, ethnographics, etc.)

Primary target = Active Achiever

Secondary target = Carefree Nutrition Newbie

e.g. men/women, age, age group, geo, demo, etc.

Voice? (e.g. 1st person singular [I, me, my], 1st person plural [we, our, us], 2nd person [you, your], 3rd person [he, she, it, they].)

Style/Tone? (e.g. professional/formal, personable/informal, hip, factual, salesy, humorous, lifestyle, conversational, etc.)

e.g. <https://www.nngroup.com/articles/tone-voice-words/>

Formatting Requirements? (e.g. headers, bulleted lists, numbered lists, HTML, short paragraphs, hyperlinks, call to action, meta information, etc.)

DO NOT INCLUDE... (e.g. terms, competitors, brands, etc.)

Additional Guidelines or Resources?

Example of Content...

< <insert links to content as an example – optional > >

Anything else we need to know?