

A brief a writer can work from

Fill every field. If "what the page adds" stays blank, the page isn't ready to write.

Reader need Who the page serves, and why	As a ... I need to ... so that ...																				
Question One question per page	The buyer's words, and where you heard it																				
Reader decision Sets the scope instead of a word count	What the reader can decide after reading																				
What the page adds The material only your company has	What existing pages, yours and others', don't say																				
Source material Where the facts come from	Documents and interview notes, and who supplied them																				
Boundary Keeps it to one job	What the page doesn't cover, and where to link instead																				
Structure Not copied from the top results	Title, headings from the reader's questions, internal links																				
Media Planned before drafting	The visual and what it must show																				
Byline and review Who stands behind it	Author, expert reviewer and review date																				
Claims to check Every price, limit, integration, competitor fact and number	<table><tr><th>CLAIM</th><th>SOURCE</th><th>DATE CHECKED</th><th>WHO CONFIRMS</th></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>	CLAIM	SOURCE	DATE CHECKED	WHO CONFIRMS																
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