

 JUST TRANSLATE IT!

**CONTENT
CREATION/CURATION BRIEF**

The purpose of this brief is to provide the content creator with background context about the project, objectives, target audience and reach, brand tone of voice and narrative.

GENERAL INFORMATION	
<p>Type of Content (blog, white paper, social media copy, magazine interview, etc.)</p>	
<p>Brand overview. Why are you are doing what you are doing? Innovation leadership. Shaping the future of society. Staff like that.</p>	
<p>What business problem is solved? How does the content align with your goals?</p>	
<p>Who are we talking to? Who we're trying to reach (as specific as possible including age profile and gender).</p>	
<p>What do we want the audience to do? What is the call to action? The desired purpose as a result of this communication.</p>	
<p>Tone of voice and style? (casual, formal, authoritative, friendly, humorous, serious, etc.)</p>	
<p>Should I use the formal or the informal way of addressing the reader? Personal pronouns differ in Russian</p>	
<p>What is the single most important idea that we need to convey? An outline of the key point you need people to remember. Short.</p>	
<p>Rationale? Value proposition? Why should the audience believe? What are the benefits, key attributions to support the idea, audience pain points, etc.?</p>	

Do you want to include some hyperlinks? Keywords for SEO?	
How will success be defined and measured? What is the anticipated response rate? What tools will be used to measure response?	
Executorial considerations Format, guidelines, budget, timing. Links to source materials, figures, and statistics if any.	
The competitive content If you want your to outperform other content for this particular topic, you can show what content is out there now. If you can specify what is you love about it, even better.	

Is there anything else you would like me to know? (Feel free to elaborate)