



Blog Structure Briefing Template

To be populated with bullet points, notes and links.

1. What is the topic/focus of this blog (ideally in a sentence or two)?
2. What are our objectives?
As a brand, what do we want to achieve with this asset? If we're not clear on this, we might be wasting our time and money.
3. **Beginning:**
What will this post be about? Why should the reader be interested in what we have to say? This may include relevant context from other sources.
4. **Middle:**
What are the main points we need to land in brief? In reality, this middle section will end up as multiple parts of the post.
5. **End:**
What are the next steps readers can take – to stay up to date with the topic, learn more, or start engaging you to help?
6. Space for anything else that doesn't fit: