



## Product-focused Blog/Article Briefing Template

1. What is the topic/focus of this blog (ideally in a sentence or two)?
2. What do we want to achieve with this asset? Why are we creating it?
3. What is the relevant context for the audience?  
*How can we make this feel timely? Feel free to include links to relevant sources/news articles about the theme.*
4. What is the problem/challenge we're describing and solving?
5. How can our readers solve this problem?
6. Why are we better suited to helping solve this problem than our competitors?
7. What features/benefits should we focus on?
8. What relevant links/resources should be considered (and linked to in our post where relevant)?
9. Space for anything else that doesn't fit: