**Title:**

Enter Title of content piece here

**Overall theme of the guide:**

What is the goal of this piece, or the knowledge that the reader will gain from this. State the value and be specific.

**Website Reference Links:**

Insert a link to your website here (you can also add social links here)

**Keywords to focus on:**

* List 10 to 20 keywords you want included in your content piece

**Audience of guide:**

Who is this piece of content meant for? Tell who it is meant for an why.

**What is our goal of this content?:**

1. Great a list of goals you hope to achieve by creating this content piece

Reference here: Create link to any resources or similar articles or anything that helps explain your goal.

**How long should it be:**

Define how many words it should be and also include a note on what type of resources should be used. Be specific as possible. If you don’t guide them – they will do what is easiest.

**Content Outline:**

*Section 1:*

***Name of first section***

Give detailed info on what should be in this section. Let the writer get inside your head. The more info you give… and the more specific… the better the content will be.

*Section 2:*

***Name of second section***

Give detailed info on what should be in this section. Let the writer get inside your head. The more info you give… and the more specific… the better the content will be.

See previous blog here: Include links to example blogs or content that you have done before or that someone else has done that you like.

*Section 3 and beyond:*

***Name…***

Content notes…. You get the point

\*Have attachments ready to show them pdf sales sheets, logo files or anything with branding on it. Make a note on this project scope so they know they are included somewhere.

Resources:

1. Create a list of resource links that you have looked into
2. These can be from any source
3. List as many as you can
4. Leave notes with links as needed to explain in detail
5. Leave links for each section or overall content piece

Overall project timeline info:

Due Date:

# of Revisions:

Total cost:

Total Words:

Total Keywords:

Total Resource links:

My contact info:

Name

Email

Phone