

# A brief worth writing from.

## Content brief worksheet

Give the next person enough context to write a useful first draft.

### WORKED EXAMPLE / FICTIONAL PRACTICE BRIEF

"Write a page about our monthly bookkeeping service. We work with freelancers, prepare a monthly report and need clients to send their receipts. We do not have a published price list."

|                           |                                                                                                                                                    |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reader</b>             | A freelancer comparing bookkeeping support and trying to understand what they still need to do themselves.                                         |
| <b>Main message</b>       | The service prepares a monthly report from the records the client supplies. The page should explain what the client sends and what they receive.   |
| <b>Must answer</b>        | What is included? Which records do I send? Who checks missing information? How do I ask about a price?                                             |
| <b>Evidence available</b> | The supplied service description supports the monthly report and receipt requirement. It does not support turnaround times, savings or tax advice. |
| <b>Still needed</b>       | Approved service boundaries, contact route and a clear answer on pricing. Mark these as questions for the owner.                                   |
| <b>Draft acceptance</b>   | The draft names the deliverable, explains client inputs and flags unconfirmed details before review.                                               |

Continue to the worksheet. Type in the fields or print and write by hand.

# Your turn.

Use short notes here. Use the editable text template if you need more space.

## Reader and situation

Who is reading, and what do they need to decide?

## Main message

One sentence, followed by the questions to answer.

## Evidence and open questions

Claim, source location, approval status and missing facts.

## Format and next action

Length, outline, voice examples and destination.

## People and dates

Writer, fact checker, approver and due date.

## What the draft must contain

Write three specific checks.

Save a copy after filling. Check that your PDF reader has kept your answers.

# Before you use it.

- ☐ Can the writer picture a specific reader and situation?
- ☐ Is the main message supported by the supplied sources?
- ☐ Are assumptions and missing information visible?
- ☐ Do the reviewer and writer agree on what the piece must contain?

## Use the AI skill

Download the matching skill ZIP from this resource's page. Unzip it and follow your assistant's instructions for adding a skill folder. If it does not support skills, paste the SKILL.md text into a chat before your request.

Bring: The assignment, intended audience and any source material you can share.

Use the content brief skill. Make a brief from the request and source notes below. Keep unsupported details in an open-questions section. Do not write the finished piece yet.

Request:

Reader:

Source notes:

Format and deadline:

The skill is a set of instructions, not an automatic publishing tool. Use material you are allowed to share and check the draft against your sources.

Free to download and adapt for your own work. The example is fictional. The PDF, editable text, AI skill and full guide are available together on the resource page.