

Content Strategy Brief

A set of questions to answer before content design begins. Fill this in with the business, not after. The answers shape the hierarchy, the tone, and what the page is actually for.

PROJECT NAME	CONTENT LEAD	LAUNCH WINDOW
<i>Enter project name</i>	<i>Enter name</i>	<i>Enter timeline</i>

B 1 — The business		Ask the stakeholder
1.1 What does the business want this page to do? Separate the surface ask (refresh, redesign) from the real goal (leads, trust, conversion).	1.2 What does success look like in 6 months? Anchors the work to measurable outcomes before a single word is written.	
1.3 What is the business NOT willing to say or show? Constraints shape content as much as goals do. Find them early.	1.4 Who has final sign-off on content? Who can block it? Surfaces RACI gaps before they become late-stage revision loops.	

H 2 — The human		Ground in research
2.1 Who is this page actually for — and what do they feel when they arrive? Emotion at arrival shapes tone. A person who arrives ashamed needs different content than one who arrives confident.	2.2 What do they need to feel before they're ready to act? Content that skips to the CTA before building trust loses the reader before the ask.	
2.3 What question are they too embarrassed or afraid to ask? The unasked question is often the most important one. Answering it builds trust before the conversation starts.	2.4 What has stopped them from taking action before now? Friction is always somewhere. Naming it in the content removes it.	
2.5 Do they see themselves in content like this? If not, why not? Representation in tone, scenario, and language is a content decision, not a design one.	2.6 What does "getting it wrong" cost them personally? Understanding the stakes sharpens every word. Low-stakes content can be casual. High-stakes content must earn its authority.	

C 3 — The content		Define before designing
3.1 What is the one thing this page must communicate? If the page tries to say everything, it says nothing. One clear message anchors the hierarchy.	3.2 What does the reader need to know, feel, and do — in that order? Know → Feel → Do is the content sequence. Design follows content, not the other way around.	
3.3 What content exists already — and what is it missing? A content audit before ideation prevents duplication and surfaces real gaps.	3.4 What would make someone leave this page without acting? Designing against failure modes is as important as designing toward goals.	
3.5 What expectation does this content set — and can the product deliver on it? Content that overpromises and underdelivers erodes trust faster than no content at all.	3.6 Is there anything the brief didn't ask for that the research demands? The best content strategy interrogates the brief. If research reveals a gap the brief ignored, name it.	

T 4 — Tone & language			Align early
LANGUAGE LEVEL ■ ■ ■ ■ ■ Technical ← ————— → Plain	BRAND REGISTER ■ ■ ■ ■ ■ Formal ← ————— → Conversational	USER JOURNEY ■ ■ ■ ■ ■ Exploratory ← ————— → Guided	

S 5 — Content strategy statement		Complete before production
"The content we produce helps [business goal A] and [business goal B] by providing [adjective] and [adjective] content that makes [audience] feel [emotion] and [emotion] so that they can [user task A] and [user task B]."		
BUSINESS GOALS <i>e.g. increase advisor bookings, build trust</i>	AUDIENCE + EMOTION <i>e.g. women investors feel seen and prepared</i>	
CONTENT QUALITIES <i>e.g. empathetic, plain language, evidence-based</i>	USER TASKS <i>e.g. contact an advisor, understand their options</i>	

M 6 — Success metrics		Set before launch
CTA conversion Are people taking the intended action after reading?	Share of voice Is the content gaining competitive ground in search?	
Impressions + CTR Is the page being found and chosen in search results?	Scroll depth Are readers reaching the content that matters most?	
Qualitative signal What are advisors or support teams hearing from users?	Baseline comparison What did the previous page do? Direction matters.	

R 7 — Readiness check				Before production begins
Business goals clear	User needs grounded in research	Content hierarchy defined	Tone agreed by team	KPIs set and trackable
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This brief is a conversation tool, not a form. The questions that are hardest to answer are usually the ones the project needs most. If the business can't answer 2.3 or 3.6, that's the starting point — not a blocker.