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# Content Brief Template

**Use this template to assign new content projects and keep your team on the same page.**

For detailed instructions, see our [Guide to Build a Content Strategy](#).

**Project Title**

[Dotted box for Project Title content]

**Overview**

[Dotted box for Overview content]

**Budget**

[Dotted box for Budget content]

**Timeline**

[Dotted box for Timeline content]

**Persona(s)**

[Dotted box for Persona(s) content]

**Success Metrics**

[Dotted box for Success Metrics content]

**Key Messaging**

[Empty dashed box for Key Messaging]

**Tone**

[Empty dashed box for Tone]

**Specs**

[Empty dashed box for Specs]

**Current and Recent Projects (if applicable)**

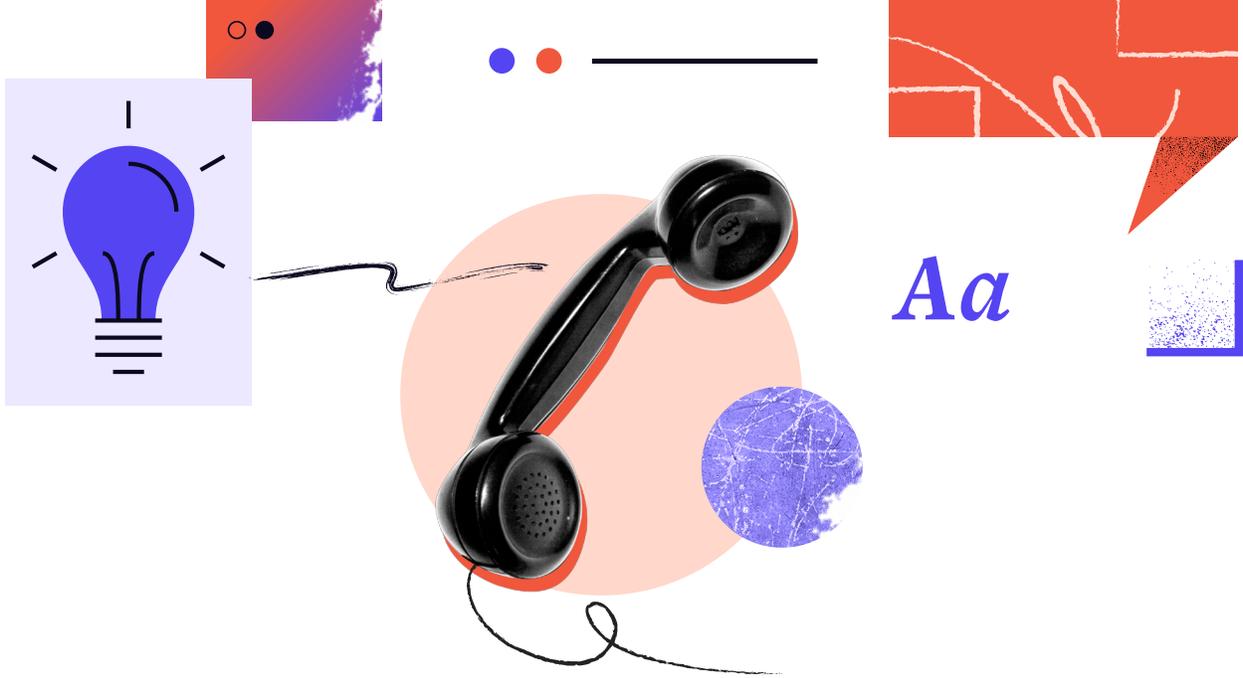
[Empty dashed box for Current and Recent Projects]

**Additional Considerations**

[Empty dashed box for Additional Considerations]

[Empty dashed box for Additional Considerations]

[Empty dashed box for Additional Considerations]



Feeling stuck? We'd love to help.  
Find out what it's like to [work with us](#)  
on your content strategy.

Created by



**COLUMN FIVE**

Column Five is a B2B-focused creative agency that helps ambitious  
brands find and tell their best stories to drive real results.