

# 11 Elements for Stellar Content

## Content Type

What type of content do you want created — a blog post? Whitepaper? Press release? Product description? Let your writer know.

## The Target Audience

Define who you want to read the piece of content, including age, gender, interests, job title, reading level, income, goals and challenges.

## The Goal

What's the purpose of the content? The takeaway? What do you want readers to do when they're done?

## Publishing Location

A URL is ideal, but at least describe the site.

## Style & Tone

The personality and mood of the piece — e.g., funny, formal, practical, sincere, silly, sarcastic.

## Due Date

No need to explain this one.

## Word Count

Minimum and maximum word count.

## Formatting Requirements

H2s or H3s? Include internal links? What size should images be?

## Detailed Outline

Provide the writer with the points you want covered, including keywords.

## Contact Name & Info

Make it easy for writers to get their questions answered quickly.

## Links to Important Documents

Link to any reference URLs, separate contributor guidelines, the company style guide and favorite content/sources of inspiration.