



Four subjects — writing briefs

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Angle, dated sources, and what must not be written · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **A writing brief is not a draft article**: it is the angle, the dated sources, the points to cover and the limits. **It is what is always missing when the time comes to publish.**

The four subjects and what justifies them

Subject	What justifies it	Intended readership
Contact time for food-grade degreasers	6 occurrences in 12 months — the question the market is already asking	Food industry customers, cleaning contractors
The new labelling requirement explained to customers	Takes effect in 4 months; none of the 9 competitors has published on it across 41 publications this quarter	All 640 customers

Subject	What justifies it	Intended readership
Discharge thresholds in the food industry	The text targets your customers, not you	Food industry customers — the subject that positions you as an adviser rather than a supplier
The market overview	Commented follow-up to an item citing the company	Prospects, press

What each brief contains

Element	Content	Why
Angle	The article's promise in one sentence	An article without an angle dissolves
Dated sources	Original publications, with links and dates	Every statement stays attached to its source
Three points to cover	The minimum outline	Prevents drift while writing
What must not be written for want of a source	Named explicitly	The part that protects the company's signature
Intended readership	Customer segment	Sets the technical level

Who does what

Actor	What it does
Monitoring agent	Reports, sources, dates — supplies the brief
Copywriting agent	Produces the text from the brief
Communication officer	Approves — nothing is published without her

What is proposed every month: the list of subjects the market is talking about and on which the company has published nothing. **This month there are four — the shortest**

and most profitable list a monitoring service produces.

For the company to decide

Subject to be covered first: _____

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