Four subjects — writing briefs

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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

Fictional document — demonstration example

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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**

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and most profitable list a monitoring service produces.

For the company to decide

Subject to be covered first: _____

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