

SME Interview for a Blog Article

This sheet is used for producing a blog article that needs some additional expertise.

The Basics

Purpose: Overarching things that apply to the entire article.

Who

What company and/or author are we writing as?

The Title

Let us know if you want us to tweak it to be more creative or use it as is.

Keywords / Topics

If you have specific keywords or topics you're going for, put those here.

The Word Count

If you have a target range, let us know – otherwise, we'll use the average of the top 10 results on Google for this keyword.

Tone and Voice

Are we writing as "We" or "I" – and what tone of voice would you like us to use (professional, casual, friendly, business casual, etc)

The Target Audience

Purpose: Make sure the writers know who you're trying to speak to and why they'd want to read this.

Your Audience

Who is going to benefit the most from reading this article?

Why They Care

What's going on in their life? How are we solving a problem or answering a question for them that will have an impact?

The One Thing

If they read this and only remember ONE thing from it all – what should that be?

Your Authority or Empathy

Why should they trust that you know what you're talking about – what credentials, passion, or experience do you have that makes you trustworthy?

The Content

Purpose: Get the idea that you're going for out on paper for the writers to see.

Key Points

What do you want to make sure that we cover? What do you think are the most important ideas for this topic and this reader?

Similar Content

Do you have any similar content that matches the information or style that you'd like to convey? Who are some other experts in the industry we can use for research?

Bad Things

What do you want us to avoid saying or doing – bold promises, certain language, etc.?

Call-to-Action

Purpose: Get the reader to take the next step.

Next Step

What should a reader do next – please include a link if possible.

Why It's a Logical Leap

Why is this next step a logical leap from this article? How is it going to help them move forward from here?

What Will Happen

Why should the reader take that step – what can they expect to happen after they take that step?

