

Content Creation Specs

Piece Specifics:

Title:

Brief Overview:

Target Audience:

Purpose of the Piece:

Where this Piece will Reside (your website, Facebook, etc.):

Word Count:

File Extension (doc, text, etc.):

Voice (formal/academic, casual, conversational, etc.):

Tone: (upbeat, pessimistic, etc.):

Points to cover in the content:

Avoid these points or topics:

Resources to use for inspiration/ideas:

Spelling (English: Canadian, British, or U.S.):

Formatting Guidelines:

Font Family:

Font Size:

Paragraph Spacing:

Headings (font, size, etc.):

Subheadings (font, size, etc.):

Paragraph Alignment (left, justified, etc.):

Page Margins:

Page Footer:

Promotions

Links to Include:

Products or Services to Promote:

Visuals

Types of Images to Include (screenshots, paid stock photos, etc.)

Specific visuals (thumbnail of your book, a headshot of you, etc.)

Additional Information: