# Content Brief Template

<table>
<thead>
<tr>
<th><strong>Headline:</strong></th>
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<tbody>
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<table>
<thead>
<tr>
<th><strong>Overview:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Target keyword:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Secondary keywords:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Searcher intent:</strong></th>
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<thead>
<tr>
<th><strong>Success criteria:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Target influencers:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Word count:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Main takeaways:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Competition:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Outline:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Other notes:</strong></th>
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