

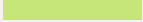
Protect the Original Point of View

A content brief should protect the original point of view before it asks for a catchy opening. The first question is what the speaker actually wants the audience to understand.



Find the Clearest Source Passage

Identify the source passage that expresses that idea most clearly, then build the brief around it.



Record Reader and Situation

The brief records the intended reader, the practical situation, and any terms that need explanation.



List Unsupported Claims

The brief lists claims the source does not support, preventing an appealing headline from quietly turning into an invented promise.

Simplify Without Overreaching

A short social post can simplify the presentation while preserving the limits of the original argument. Prefer one useful idea developed carefully over several unrelated tips compressed into a list.



Test the Purpose

Describe the post's purpose in a plain sentence. If it could fit any company in the market, return to the source and look for the specific observation that makes this idea worth sharing.