**Situation Publishing Client Briefing Document**

| What type of content is being created? Whitepaper, blog, EDM, Social media posts etc |
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| What is the target word count? |
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| Key deadlines/timelines? |
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| What is the objective for creating this piece of content? |
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| What is the primary product/solution? |
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| What is the primary message and key points that needs to be conveyed? |
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| Supporting assets, links and further information |
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