



[Content Shop](#) Input Forms
Word Doc Version

Single Blogs (specialist/expert/general)

What is Your Project Title?

What is the brand/business your content for?

What is the URL where this will be published?

What is your focus/industry specialty?

Example: automotive, life, business if insurance, estate planning if legal, etc. We will use this to assign a well-matched industry writer.

USP:

What makes your company unique in your industry? What makes you stand out from the competition?

Who is your ideal client/reader for this content?

What's your brand's preferred voice for us to write in?

- 1st Person (I/We)
- 2nd Person (You)
- 3rd Person (They/Them)

What tone should your writers use? (select one or more that apply)

- Casual/Informal
- Professional/Formal
- Warm/Inviting
- Neutral
- Comedic/Playful
- Witty
- Objective/Encyclopedic/Academic
- Personal/Subjective
- Persuasive

- Plain-Spoken
- Dry

Do you have a preferred EW Writer to work with?

Please list the order ID or writer's initials so we know which writer you prefer for this brand's content.

CONTENT SPECIFICS:

What is the title of this blog?

Please let us know your working title/focus of the blog. The writer will, of course, make adjustments to the title where they see fit.

Keywords:

What keywords are relevant for your blog? Please identify your focus keyword and any secondary keywords you'd like the writer to try and use. If you have ordered a topic research add-on, you can disregard this section.

What to Mention:

Any specifics to include in this blog?

What to Avoid:

Anything not to mention in your content?

Do you have any blogs for inspiration?

Please share any blogs you read that inspired you to write on this topic, or you feel would help point our writers in the direction you're hoping to achieve with your content order.

Do you want a CTA (call-to-action)?

If yes, do you have a specific action you want (i.e., call, visit "contact us," or sign up?)

Do you have any additional project notes/documents for us to review?