Give Your Content a Job

Complete the table before you write, film, or design. Choose one main objective for this piece.

COMMUNICATION OBJECTIVE

01 PURPOSE This communication will...	Inform, remind, or persuade?
02 AUDIENCE Reach these people...	Who specifically needs this message?
03 ONE THING Communicate this idea...	What should they understand or remember?
04 ACTION So they will...	What is the next step?

Example Allstate Mayhem

Persuade insurance shoppers who focus on price that the coverage they choose matters when something goes wrong, so they will contact an Allstate agent to discuss their protection. The humor earns attention; the mishap makes the risk tangible; the next step connects the story to action.

Illustrative campaign analysis, not Allstate's published creative brief. Framework adapted from Logan Bean's Make The Right Video on Udemy. Application by Michael Mance.

Define the Message

Use these four decisions to give your content a clear direction.

01 Choose the purpose

Inform introduces something the audience needs to know. Remind brings something familiar back to their attention. Persuade encourages a change in belief, preference, or behavior. Choose the primary purpose for this piece.

Ask yourself What needs to change after someone sees this?

02 Identify the audience

Describe the people most likely to benefit from the message. Include a relevant need, situation, or concern. “Busy homeowners who lose their weekends to yardwork” gives you more direction than “everyone with a yard.”

Ask yourself Who needs this message, and why would they care?

03 Define the one thing

Write the central idea in one sentence. Supporting details can explain or prove it, but each detail should reinforce the same takeaway. A list of services is usually too broad for one focused piece of content.

Ask yourself If they remember one thing, what should it be?

04 Choose the next step

Select a clear action that fits the audience and the message. Request a quote, schedule a consultation, register, or learn more. Make the action easy to recognize and reasonable for the audience to take.

Ask yourself What exactly should they do next?

Turn the Objective Into Content

Let the message guide your headline, visuals, supporting details, and call to action.

Example Year round landscape maintenance

Persuade busy homeowners that year-round landscape maintenance can keep their property maintained while giving them time back, so they will request a maintenance quote.

Headline

Lead with the benefit: “Get your weekends back.”

Visuals

Show the work being handled, a maintained property, and the homeowner enjoying their time. Each image should support the promise.

Supporting details

Explain what the plan includes and how to get started. Add evidence that supports the benefit, such as an authentic client testimonial used with permission.

Call to action

Use a clear next step: “Request your maintenance quote.” Make the link, button, or contact method easy to find.

Check before you create

- Does the headline communicate the main idea?
- Do the visuals help this audience understand or care?
- Do the details reinforce the same takeaway?
- Is the next step clear and easy to take?

Source and attribution

Framework adapted from Logan Bean, Make The Right Video, Udemy.
udemy.com/course/maketherightvideo/
Allstate example informed by its Mayhem DIY campaign announcement (December 2015), distributed through PR Newswire. Examples are teaching interpretations.
Explanations and business application by Michael Mance, Mance Multimedia.