

# Article-Brief-Template

## Article Brief Template

### Purpose

This template provides the minimal, article-scale brief that serves as the **activation authority for devices** and the **source of dynamic freshness expectations**. Complete this brief before drafting any article.

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## Instructions

Fill out each section with clear, actionable directives. This brief is binding and takes precedence over general guidance when article-specific decisions are needed.

**Precedence position:** Third in the precedence chain (after Style Baseline and Brand Pack).

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## 1. Article Metadata

### Title:

[Working title of the article]

### Intended Audience:

[Specific reader persona or expertise level]

### Publication Context:

[Where/how this article will be published — e.g., companion site, standalone piece, supplement to book]

## **Estimated Scope:**

[Brief description of article boundaries — what's included, what's excluded]

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## **2. Objective & Scope**

### **Objective:**

[State the transformation or takeaway for the reader in 1–2 sentences. What should readers be able to do or understand after reading this article?]

### **Scope:**

[Define boundaries explicitly:

- What topics/questions this article addresses
- What is intentionally excluded
- Depth vs. breadth balance]

### **Constraints:**

[Any limitations on length, format, source types, or publication requirements]

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## **3. Core Argument**

### **Central Thesis:**

[The single, unambiguous claim this article makes. One sentence.]

### **Supporting Claims:**

[List 2–5 key claims that build toward or support the thesis. Use bullet points.]

- Claim 1
  - Claim 2
  - Claim 3
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## 4. Device Activations

**Default:** All narrative devices are OFF unless explicitly activated below.

**Instructions:** For each device you want to activate, provide:

1. **Device name** (from Device Catalog)
2. **Purpose** (why this device serves the article)
3. **Placement** (where in the article it should appear)

**Activated Devices:**

### Device 1: [Name]

- **Purpose:** [Explain what this device accomplishes]
- **Placement:** [Specify location — e.g., "After introducing the core problem," "In the section on troubleshooting"]

### Device 2: [Name]

- **Purpose:** [Explain what this device accomplishes]
- **Placement:** [Specify location]

[Add more as needed, or delete this section if no devices are activated]

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## 5. Freshness Expectations

**Default:** No fixed 12-month horizon. Freshness is **dynamic** and topic-specific.

**Instructions:** Define freshness requirements based on the nature of the content.

**Time-Sensitive Topics:**

[List any topics where data/claims evolve rapidly and require current sources]

- Topic 1: [Required freshness — e.g., "Use sources from past 6 months"]
- Topic 2: [Required freshness]

### **Stable Topics:**

[List any topics where older authoritative sources are acceptable]

- Topic 1: [Acceptable source age — e.g., "Foundational research from any period"]

### **Research Gaps:**

[List any areas where sources may be incomplete or evolving. Flag for bracketed notes if needed.]

### **Companion-Site Policy:**

[Specify if/where readers should be directed to [theproductiveprompter.com](https://theproductiveprompter.com) for updates]

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## **6. Success Criteria**

### **Evaluation Checks:**

[How will you know this article succeeded? List 3–5 specific criteria.]

- ☐ Criterion 1: [e.g., "Reader can identify three common prompt errors"]
- ☐ Criterion 2: [e.g., "Article includes at least two real-world examples with citations"]
- ☐ Criterion 3: [e.g., "Final section provides actionable next steps"]
- ☐ Criterion 4
- ☐ Criterion 5

### **Quality Benchmarks:**

[Any specific quality targets beyond standard gates — e.g., "Must include at least one What the Papers Say box," "Minimum three peer-reviewed citations"]

## 7. Risks & Assumptions

### Risks:

[Potential pitfalls, challenges, or areas requiring careful handling]

- Risk 1: [e.g., "Topic is rapidly evolving; sources may become stale quickly"]
- Risk 2: [e.g., "Audience expertise varies widely; balance detail vs. accessibility"]

### Assumptions:

[What you're assuming about readers, context, or available evidence]

- Assumption 1: [e.g., "Readers have basic familiarity with prompt engineering"]
  - Assumption 2: [e.g., "Access to current industry reports is available"]
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## 8. Integration Notes

### Cross-References:

[List any other articles, book chapters, or resources this article should reference or link to]

### Tone Adjustments:

[Any article-specific voice modifications within Style Baseline constraints — e.g., "More technical," "Include more examples," "Emphasize practical over theoretical"]

### Special Instructions:

[Any other directive not covered above]

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# Quick Reference: What This Brief Controls

- **Device activation authority:** Only devices listed in Section 4 may appear
  - **Freshness horizons:** Dynamic, topic-specific expectations defined in Section 5
  - **Success criteria:** Evaluation gates beyond the standard Quality Gates A–C
  - **Scope boundaries:** Explicit inclusion/exclusion to prevent scope creep
  - **Precedence tiebreaker:** When Article Brief conflicts with general guidance, Article Brief wins (except Style Baseline and Brand Pack, which outrank it)
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**Template Version:** 1.0

**Date:** November 3, 2025

**Status:** Template — Fill out completely before drafting.