



WORKSHEET

Logistics content brief with expert approval

Logistics Content Marketing Agencies for Technical and Commercial Content

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Send this with every content order, to an agency or a freelance writer. It fixes who supplies the facts and who checks them, which is where technical logistics content usually fails.

EXHIBIT 1

Field	What to write	Your answer
Piece and purpose	Type (case study, explainer, white paper, research report, article) and the decision it should help a buyer make	
Reader	Job title, company type and what they check before an RFQ, a demo or a tender	
Subject expert	Name and role of the person who supplies the facts, and the hours they can give	
Sources you can share	Lane data, tender documents, claims or on time records, product documentation, and what must stay private	
Numbers allowed in print	Which figures can be published, with their period and definition, and who approves them	
Regulation and terms	ADR, customs procedures, Incoterms or certifications the piece touches, and the edition to cite	
Named customer	Whether a customer will be named, and the written approval needed	

Field	What to write	Your answer
Expert approval	Who checks technical claims before publication, and how many review rounds are included	
Byline and voice	Whose name goes on the piece, and examples of the voice to match	
Distribution	Where it will be published and reused: site, email, LinkedIn, trade press, sales follow up	
Ownership	Who owns drafts, interview recordings, data and images when the work ends	
Measure	What you will count at 3 and 6 months, such as RFQs, demo requests, citations or replies	

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