

Reverse Brief Worksheet

One competitor article. Eight decisions. Your original direction.

Use two short lines per field. Mark unknowns. Save a new copy for each article.

01 / EXTRACT

What the competitor did

01 Competitor article URL / title

Record one article. Put its title on the first line and its URL on the second.

02 Inferred target audience

Choose the primary reader and experience level. Note one supporting clue.

03 Core problem statement

Name the main task or obstacle the article helps that reader address.

04 Angle and evidence

State its central approach and strongest proof. Flag unsupported claims.

05 Gaps identified

Choose 1-2 useful omissions or weak points. Why do they matter to the reader?

02 / DECIDE

What you will do differently

06 "How we do it differently" statement

Complete: Unlike this article, we will ___ so the reader can ___.

07 Original angle and evidence

Choose your angle and proof to add. Mark evidence still to collect or verify.

08 Target audience and problem statement

Define your specific reader and the problem your article will solve.