

Capture the partner expertise.

Use one service and one recurring buyer question. Complete with the partner before drafting.

01 Reader and service

Which client, decision-maker and service should this piece address?

02 The question

What does the buyer ask before they understand the service or its scope?

03 The useful answer

What should the reader understand or be able to prepare after reading?

04 Evidence and example

Which sources support the answer? Which details need removal or permission?

05 Boundaries and open questions

What depends on the client situation? What still needs technical input?

06 Owner, reviewer and review slot

Who drafts? Who approves technical accuracy and the final version? By when?

07 Next step and follow-up

Where should an interested reader go, and who handles the enquiry?

Completion: one clear brief, evidence links, unresolved questions and a named approver. Record the final approved version and its publication links.