



• ARCHITECTURE NOTES · RESOURCE

The six-field brief template

The contract between the human strategist and the drafter. Six fields. Copy it into your own pipeline.

Companion to: The six-field brief template that runs every weekly content cycle.



Why this matters

A specialist agent is only as good as the brief it reads. After a year of iterations, the schema converged on six fields. Fewer than six and the agent has nothing to ground in. More than six and the brief stops being writable in the time available. Six is the equilibrium for repeated weekly content with a consistent voice contract. This deck is for content leads, brand owners, and AI Lab operators who want a working schema today, not a survey of options.

- The six fields and what each one does
- What is deliberately not in the brief and why
- How to adopt it in two weeks on one specialist
- How the schema enforces voice across the stack



The six fields

01 Pillar

Which content theme this post belongs to: P1 product, P2 industry, P3 builder, P4 ops, P5 resource, P6 community. Drives image template, destination URL, and how aggressively the editor scores it. Pillar is routing metadata that never appears in the copy itself.

02 Voice

One of operator, contrarian, builder, founder, teacher. Each voice has a different register and rhetorical posture. Pin the voice in the brief so the same brand reads the same way regardless of which agent or human drafted the post that week.

03 Hook angle

One sentence naming the lens. The angle is the strategic frame; the headline emerges from drafting against it. "Why hourly billing breaks under AI" is an angle. "10 reasons hourly billing is dead" is a headline. The angle stays in the brief.

04 Key points

Two to four bullets, each with a number, a name, or a mechanism. The drafter expands them into prose. The strategist job is to make the bullets specific. Generic bullets produce generic copy. This is the highest-leverage field in the schema.

05 CTA

The next-step action you want a reader to take. Read more, book a call, download something, follow. This determines the closing line and the URL.

06 References

Optional but recommended. URLs to whatever informed the angle: an article, a post you are responding to, a paper. The drafter cites or paraphrases. References also help dedup so two posts from the same source do not collide in the calendar.



In the brief vs. not in the brief

In the brief (the six fields)

- Pillar (routing metadata)
- Voice (one of five)
- Hook angle (one sentence, the lens)
- Key points (2 to 4 specific bullets)
- CTA (next-step action and URL)
- References (optional, helps dedup)

Not in the brief (deliberately)

- Word count
- Tone modifiers like "punchy" or "make it pop"
- Audience persona paragraphs
- Anything more verbose than the post you are producing
- Mood boards or vibe descriptors
- Anything that takes more than 90 seconds to write



A worked illustrative example

01 Pillar

P2 industry. This routes the post to the industry-takes image template and the /architecture-notes destination URL. The strategist does not pick the template; the pillar does.

02 Voice

Operator. Direct, structural, no hype register. Sentence shapes lean declarative; vocabulary stays mechanical. The drafter reads "operator" and applies the operator voice profile.

03 Hook angle

One sentence: "Hourly billing breaks under AI because the input the rate is supposed to price stops mattering." That is the lens. The headline emerges from drafting against it; it is not the headline yet.

04 Key points (illustrative)

Bullet 1: hourly billed time. Bullet 2: cost structure compresses when labour stops being the bottleneck. Bullet 3: outcome pricing requires reliable execution that hourly cannot deliver. Each bullet has a mechanism, not a vibe.

05 CTA

Read the full architecture note. URL: /article/why-hourly-billing-cant-compete. The closing line is built around this CTA.

06 References

Optional URL list. The drafter paraphrases or cites. The dedup layer also reads this field.



How to adopt in two weeks

- **Copy the schema as-is into your existing pipeline**

Do not iterate on the schema first. The schema is the boring part on purpose. Iterate on the bullets, not the form.

- **Pick one specialist to baseline**

LinkedIn and X are the easiest. Pick the one with the cleanest brand voice prior. Run only this specialist on the new schema for the first two weeks.

- **Hold the schema fixed**

The shape is what makes parity-quality output cheap. Iterate on the bullets, not on adding fields. Resist the urge to add a "tone" field.

- **Run the 90-second clock on every brief**

If a brief takes longer than 90 seconds to write, the shape is wrong or you are inventing a problem the schema does not have. Stop and trim.

- **Review weekly on the bullets only**

After two weeks, look at which bullets produced strong drafts and which produced shallow ones. The lesson is in bullet specificity, not in the schema.

- **Roll the schema to the second specialist**

Once one specialist runs cleanly, copy the schema to the next. The schema is portable; the bullets are channel-specific.



When the schema breaks (anti-patterns)

01 Generic bullets

Key points without numbers, names, or mechanisms produce generic copy at any model size. The strategist job is to make the bullets specific. If the brief reads as a vibe, the draft will too.

02 Tone modifiers smuggled in

Words like "punchy" or "make it pop" do not survive the drafter. They produce inconsistent register across batches. The voice field already carries the register. Do not double-encode.

03 Schema creep

Adding a seventh field, an eighth field, a persona paragraph. Each addition costs strategist time and lowers compliance. Six is the equilibrium. Keep it.

04 Skipping references

Optional but recommended. Without them the dedup layer cannot catch two posts from the same source colliding in the calendar.



Schema-layer signals to track

BRIEF WRITE TIME

under 90s

If a brief takes longer to write, the shape is wrong. Per the article.

FIELDS

6

The equilibrium for repeated weekly content with a consistent voice contract.

VOICE COMPLIANCE

enforced

The voice scanner audits compliance with the brief before any human sees the draft.

DEDUP HIT RATE

meaningful

References field feeds dedup. Two posts from the same source should not collide on the calendar.



How the schema reads across the stack

01 The drafter reads it as the prompt input

Pillar routes the template, voice picks the register, hook angle frames the lens, key points become the body, CTA closes the post, references inform the citations. Every drafter reads the same six fields.

02 The voice scanner reads it as the audit standard

The scanner runs in the dispatch path before any human sees the draft. It checks the output against the voice field and against the brand-level voice spec. Drafts that drift from the brief are flagged or rewritten.

03 The publisher reads it as the gating contract

The publisher refuses outputs that drift from the brief. This is the last line of defence. A draft that survived the drafter and the scanner but does not match the brief is held for manual edit, not shipped.

04 The dedup layer reads the references field

Two posts informed by the same article should not collide in the same week. References feed the dedup hash. This is why the field is recommended even when the drafter would not directly cite the source.



- NEXT STEP

The schema is the boring part on purpose.

Consistency at the schema layer is what lets a specialist agent ship cadence-rate output without per-draft supervision. Iterate on the bullets, not the form.

[Read the full architecture note ->](#)