AI Agent Briefing Worksheet

A PickZox exclusive bonus for BeaconQ AI buyers. Autonomous agents do exactly what the brief says — so the brief is the product. Write yours like this.

The Brief Formula

Every goal you hand to BeaconQ AI should contain five parts, in this order:

- **Outcome:** one sentence naming the finished thing, not the activity. 'A published landing page for my course' beats 'work on marketing'.
- **Context:** your business, your audience, your offer, and your price — pasted in, not assumed.
- **Assets:** links or files the agents may use: brand colors, past posts, product details, testimonials.
- **Constraints:** budget limits, tools to avoid, claims the output must never make, deadlines.
- **Approval points:** where you want to review before execution continues — outline, draft, final.

Three Example Briefs

Content brief: 'Outcome: a 1,500-word blog post reviewing [product] for affiliate marketers. Context: my blog voice is plain and skeptical; audience is beginners. Assets: my review notes attached. Constraints: no income claims, no fake scarcity, USD prices. Approval: show me the outline before writing.'

Campaign brief: 'Outcome: a 5-email launch sequence for my $47 ebook. Context: launch date and list size in the attached sheet. Constraints: one idea per email, no countdown language until email 4. Approval: review all subject lines before drafting bodies.'

Research brief: 'Outcome: a comparison table of the 5 main competitors for [niche], with pricing and positioning. Constraints: use only facts you can source; flag anything unverified instead of guessing. Approval: none needed until the final table.'

Brief Hygiene Rules

- One goal per brief. Two goals in one brief produce two half-finished outputs.
- Never brief what you cannot judge. If you could not spot a bad result, add an approval point before it.
- Save every brief you write. Your brief library becomes your real competitive asset.
- When output disappoints, fix the brief before blaming the agents — nine times out of ten, the brief was vague.

A well-briefed $27 tool outperforms a badly briefed $247 one. Start with the formula, keep every brief, and review at the points you set. — PickZox