Thought Leadership Writing Test

**Description:** Thank you for applying to be a thought leadership writer with Elite Editing! At Elite, thought leadership writing entails ghostwriting articles for founders, entrepreneurs, and subject matter experts. The articles capture the client’s desired voice and tone while also powerfully conveying their ideas to their target audience.

**Testing directions:** This test will provide a basic creative brief for a hypothetical thought leadership article. Please read the creative brief below, answer two topic analysis questions, and then complete the writing task. It’s acceptable to fabricate any details to flesh out the writing task. It’s also acceptable to conduct some brief research and/or use an AI tool to gather information if desired, but **don’t** submit a fully AI-written draft for the writing task.

Please submit your completed test [via this form](https://app.smartsheet.com/b/form/8f91bc0544724bd381feeb4dd54b3fba) along with your resume and any other writing samples.

# Creative Brief

| Client | Alex Thompson  |
| --- | --- |
| Job title | CEO and Life Integration Advocate |
| Company | HarmoniousLiving Institute  |
| Article topic | *The Fallacy of Work-Life Balance* |
| Target word count | 1,000 words or less *(this is hypothetical; your writing sample will be much shorter)*  |
| Article messaging | Alex Thompson challenges the conventional notion of work-life balance, asserting that a seamless integration of personal and professional aspects brings more fulfillment. The focus is on embracing life as a whole, fostering empowerment, and finding joy amidst challenges.  |
| Voice and tone | Thought-provoking, bold, disruptive, subversive. Written in first person. |
| Tone example (from previous client article *The Power Pyramid*) | *Are you being crushed by the Power Pyramid?* *If you’re a small to medium innovator (whether of things or ideas), the answer is almost certainly yes. This structure shapes cultures, countries, governments, and crucially, business. The Power Pyramid formed by access, influence, and resources dictates how all opportunities are controlled, filtered, grudgingly meted out to the “deserving,” and withheld from the rest.* *What if you knew there was a way to get out from underneath it and take the power to determine your success into your own hands?**There is a way. You can leverage your piece of the Power Pyramid—whether that’s access, influence, or resources—to gain control of all three pieces. Across time and space, this has always been the secret doorway to power and opportunities.* *Here’s how it works.* |
| Target audience | Founders and entrepreneurs seeking an enlightened approach to life and work. |

# Topic Analysis Questions

| Briefly describe tactic(s) you might use to connect powerfully with the target audience of this article. | Answer: |
| --- | --- |
| What strategy/ies might you use to make this article stand out and provide unique value? | Answer: |

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# Writing Task

| Write a compelling introductory paragraph for *The Fallacy of Work-Life Balance*. Then provide a brief outline of the major points you’d cover in the rest of the article. |
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| Introduction: |
| Outline: |