



# EVOLVED MEDIA

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TEAM WRITING  
The Key To Solving Your  
Content Problems

# How Team Writing Boosts Creation of On-Message Content

(While Paving the Way of Introduction of AI)

By Dan Woods

**Catastrophizing or revolutionizing.** Those are the polar opposites on the scale of public opinion about artificial intelligence and **Large Language Models (LLMs)** becoming the driving force in content creation for marketing and sales. Maybe your company has tried it and had it work out for a time, or maybe it's serving as a crutch attempting to compensate for limited resources (and most of all, limited time). More often than not, I hear stories about people turning to an LLM to produce content after frustration boils over working with freelancers or agencies that weren't a good fit, only to realize it's still just as difficult.

Whatever the case may be, an LLM without domain specific training isn't going to solve your content producing problems because it still requires something that professionals in journalism understand all too well: **Getting smart about the topic you are writing about.**



**Journalists and analysts get smart through research and reporting. They ask the right questions and end up understanding the domain they are writing about so they can see the story.**



LLMs get smart by fine-tuning: adding new, domain-specific information to the model. Once that's done, then you can create prompts to ask for parts of the documents you are trying to create. **For the kind of deep education and analysis done in technology marketing, the LLM is not going to see the whole story. You will bring that to the table. But LLMs can do a great job of creating parts.**

When you don't and try to use an LLM without special training to write something interesting about a specific vector database or how use cases for your product in manufacturing, you won't be pleased. It is sort of like bringing a hyperactive super genius nine-year-old intern into the process to be managed by someone who hasn't spoken to children much since becoming an adult. It's no wonder these new technologies have mixed results for success, which gets amplified in the current AI tech news hype-cycle as "the future of marketing!" or a messy mistake for others to take note of.

What many news publications don't seem to point out is that **LLMs aren't replacing creative processes, they're just obscuring the dynamics of how teams work together and divide the labor** — especially when it comes to writing and making content. Planning, vision, and organization can only go so far, which is why there's just no substitute for a creative process capable of producing quality content with a division of labor across many specialties.



# At Evolved Media, we call this process Team Writing.

Developed over the last two decades, **Team Writing is a process for creating a steady stream of on-message content in the right formats to support the process of bringing a technology product to market.** In doing so, clients (particularly those involved with B2B technology) are able to recapture time and energy spent managing content creation that can then be used to further improve the marketing strategy. The Team Writing process is based on my experience as a former CTO as well as my time as a seasoned journalist.

When I started Evolved Media I wrote the first two content creation projects, two books, all by myself. That experience made it obvious I couldn't create an agency if I had to write everything. It was also obvious that I couldn't train writers to deeply understand the world of tech. **The massive content bottleneck in the world of tech marketing comes from the fact that, without Team Writing, creating the best content requires people who somehow can deeply understand a complex arena but also have talent as writers.** This combination is rare. I set out to develop an alternative that separates the tasks of deeply understanding the domain, constructing the story, doing the research, and writing the content. By doing this, you can create a steady stream of educational, nourishing content without consuming huge amounts of time of the product marketers or the SMEs.



# The Pain of Content Creation

**Producing a consistent stream of effective content can be a slow and arduous process.** Oftentimes a CMO or CTO may have workshopped incredible messaging with their team, focusing on the core of what they'd like to accomplish with a content strategy.



They might have plenty of subject matter experts able to articulate the differentiating value of a product solution. And yet still, **creating content remains a key pain point because writing talent is scarce.** In addition, it's hard and time-consuming to test and adapt messaging strategies and measure results so content can be improved. Finding time for such optimization can seem almost impossible, given most marketing leaders' responsibilities.

While there are certainly in-house members of the team able to manage this process — usually product marketers, senior corporate communications staff, and technology analysts — there are not enough of them. Other solutions, like freelance writers, often don't understand the product, industry, messaging, or marketing purpose well enough to create content that will actually educate potential buyers and influencers.

**Creating a flow of excellent technology marketing content in all forms needed requires a team mentality, a collection of virtuoso talent working together.** Without such an approach all the skills of the team must be present in one person and content creation becomes a roadblock to executing a larger marketing strategy.

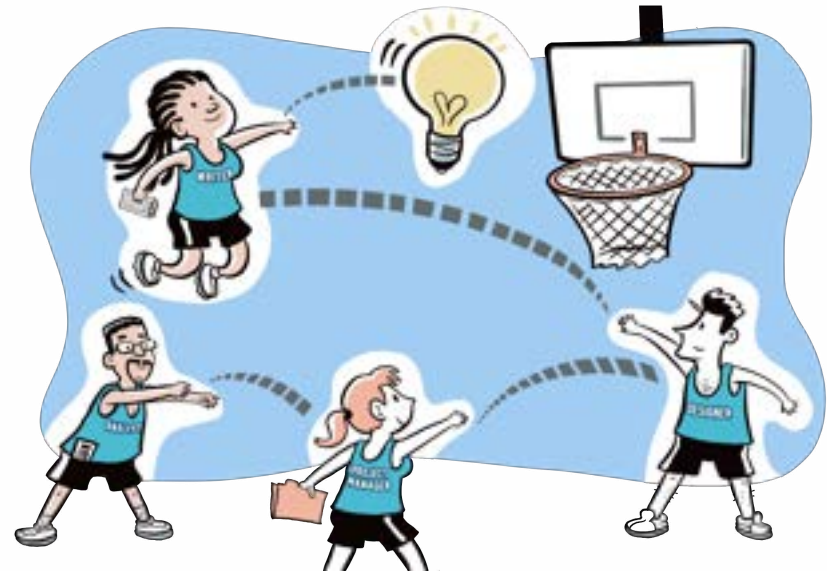


# The Process

**Team Writing is almost like what happens in most newsrooms and magazines, where content is the product.**

But even in these environments, the key innovation of team writing is mostly absent. **The key innovation is this: separating the deep understanding and design of the content from the writing.** By doing this, one person with deep understanding can keep many writers busy, if that person knows how to brief the writers with the structure of the story and research needed for the writing. In old time newsrooms, this process was partly implemented by having reporters in the field and a rewrite staff in the newsroom.

**Team Writing allowed me to create Evolved Media, an agency for creating kind of educational content that brings readers into the complex world of a technology product.** I understood early on how modified journalistic process could benefit a wide array of organizations if adapted to serve enterprise-oriented businesses with technology products B2B companies have extremely targeted audiences, where the “readership” is worth exponentially more than the average WSJ audience. But only if you can create content that they find nourishing. Once I developed the Team Writing process I also found that a similar process is used for writing for television and movies, in law, and many other disciplines.



## At its core it is all about coordination of virtuosity. Here's how the work is divided and managed:



### EDITOR-ANALYST

- Works with the project owner to create content briefs.
- Creates outlines of the content.
- Interviews subject matter experts.
- Directs researchers to provide needed information.



### SUBJECT MATTER EXPERT

- Participates in transcribed interviews conducted by the editor analyst based on the outlines for the content.



### PROJECT OWNER

- Works with the editor analyst to create the content brief that describes the goals of the content, the audience, and the messages to be sent.



### WRITER

- Based on outline, transcriptions, and research, creates drafts of the content.
- Revises content based on review comments.
- In larger projects, creates outlines and conducts interviews.



### GRAPHIC DESIGNER

- Creates graphics based on requests from the editor-analyst and writer.

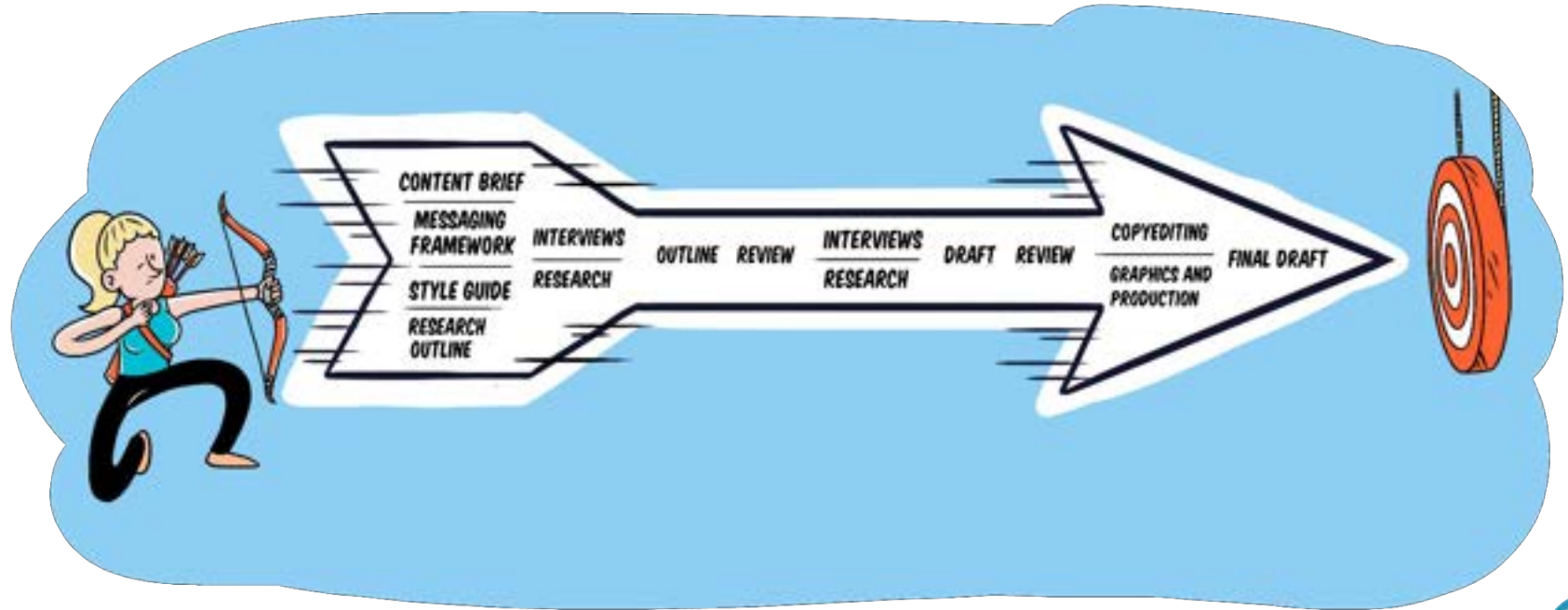


### COPY EDITOR

- Performs copy editing, proofing and enforces the style guide.



**Likewise, here's a clearer picture of the deliverables in a Team Writing process, which flows sort of like an arrow being shot.**





## And the process works!

**Over the last 20 years, using the Team Writing process, Evolved Media has created more than 30 books, hundreds of white papers, dozens of ebooks and infographics, and a massive amount of blogs and articles.**



**At its core, Team Writing is about respecting each role in the content creation process and preparing those doing the writing with the necessary information and direction to deliver.**

But by establishing an effective division of labor, we don't have to limit ourselves to relying on the rare workers who have many of the skills outlined above to do it all. We can craft excellent content in abundance working as a team, allowing project owners to focus on maximizing results.

