Product Creation Project Assignment Template

Here's a sample document that you can fill out when hiring a product creator (please note that you'll need to tweak this document depending on whether you're hiring a video producer, audio producer or some other product creator)…

Product Description:
[Brief description of this product, including niche topic and format]

How long is this product?
[Consider duration of elements, and frequency if delivered over time]

What is the purpose of this product?
[For example, is it a paid product, a lead generator or something else?]

Who is the intended audience?
[Here write everything you know about these people, from age to gender to hobbies and everything else you know.]

What should the intended audience do when they complete the product?
[For example, take action on what they've learned, purchase a product, etc.]

Special instructions
[includes formatting instructions, "tone," etc.]

Expected Output:
[What do you want the Product Creation Specialist to turn in when she/he is finished?]

Payment Information
[How, when and how much will the Product Creation Specialist be paid?]

Deadline:
[insert deadline details including any milestones]