**WRITER’S ASSIGNMENT**

**Project:** Click or tap here to enter text.

**Job No**: Click or tap here to enter text.

**Write**r: Click or tap here to enter text.

**Date Assigned**: Click or tap to enter a date.

**Deadline**: Click or tap to enter a date.

**Post Date**: Click or tap to enter a date.

**Assignment:** Provide brief but specific overview of assignment. Example: Write a 700-word blog post on when is the right time to move your parent into a senior living facility.

**Background:**  Provide an overview of why you want this piece of content written, including our business or marketing goal. Tell the writer how this piece of content fits into the marketing or sales cycle, where it will be used, and how it will be promoted. This helps inform the writer and reduces the chances of creating content that doesn’t fit the marketing campaign objectives.

**Topic Description:** Provide in-depth description of assignment, including any items that must be included.

**Format:** Explain here if you want this to be written as one story with subheads, a Q&A, or one story plus sidebars or call-outs.

**Call-to-action (CTA):** Tell the writer what you want the reader to do after reading the content. If you have a specific call-to-action, such as registering for a class or downloading a guide, include it here with the corresponding links or phone numbers for the writer.

**Length/number of words:** Most writers are accustomed to being given a word count. A typical one-page story in a magazine is about 400 words for consumers and 500-600 for clinical sources. Blogs should ideally be 1,000 words or more.

**Contact information for source(s) to be interviewed:** List sources here with full name correctly spelled and title to be used in story. If your organization has a style guide different than AP, let the writer know how you want second references handled. Provide as many ways to contact the source as possible, including work phone, assistant’s name and phone number, cell phone number, and professional and private email addresses. **Note:** Be sure you have notified source beforehand and that HIPAA notices have been signed by patients before transmitting this information.

**Audience/Tone:** Provide description here. Example**:** The tone of this publication is friendly; written for female decision makers across the age span from 25-75 who are knowledgeable about health issues, prevention, etc. Reader needs something new that she hasn’t heard already. Copy, photography and design should appeal to today’s reader, who is accustomed to gathering information in short bursts.

**Style Guide:** If your organization has a style guide, attach it. Otherwise note any differences from AP Style here. For instance, how do you handle second references? Is “healthcare” always one word?

**Deadline:**

* Writer should contact sources within 2 days of assignment.
* Copy should be submitted to sources for review no later than: Click or tap to enter a date.
* Copy must be complete with source-approvals submitted to:

Click or tap here to enter text.

by: Click or tap to enter a date.

* This deadline is an absolute so please alert us if you have any problem lining up interviews or getting reviews—please notify us early as possible.

**--FOR OUTSIDE WRITERS, INCLUDING THE FOLLOWING--**

**Writer Responsibilities & Obligations:**

Upon your acceptance of this assignment, you agree to the following terms, responsibilities and obligations:

* You are being hired as an independent contractor and will determine the best manner in which to fulfill the assignment by the assigned deadline. You will use your own technology and equipment to complete this assignment.
* As a professional healthcare writer, you will ensure that you adequately research the assigned topic and conduct thorough interviews to complete the assignment.
* You are responsible for obtaining source approval for the assignment.
* You are responsible for verifying the spelling of names, titles, all financial or other data, addresses, phone numbers and URLs prior to submission.
* If you include any facts or information from medical studies or other secondary sources, you must cite the source in the document and also hyperlink to the online study or source for fact checking.
* You will provide up to 3 sets of minor revisions as needed.
* You will maintain confidentiality on all processes or information provided to you or collected by you that belong to our organization.
* You will not use our organization’s name, logo, or this work, in any marketing of your services without our written permission.

**Payment: #** ofwords @ $0.00 per word: $total (Or provide a project price.)

**Cancellation Fee:** If we cancel this assignment, we agree to pay you for any work done to date at a rate of $xx per hour, plus a 20% assignment fee. If your work is unsatisfactory and we do not use your work, we agree to pay you a 20% kill fee.

Please submit invoice to: Fill in directions for submitting invoice here.

Please sign and return this form via email to [(name](mailto:marie@clementinewords.com) and email of editor in organization, signifying that you agree to this assignment, terms, and the writer’s responsibilities and obligations.

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[Name] Date