<DATE>

<WRITER’S NAME>,

Thank you for agreeing to write a <CONTENT TYPE> for <COMPANY NAME>. I’m looking forward to working with you. As promised, this letter contains the key information you need to complete the assignment.

<COMPANY NAME> targets <TARGET AUDIENCE DETAILS>. With our content, we seek to give information that helps them <CONTENT MISSION DETAILS>.

The goal of this piece is <STRATEGY/GOAL DETAILS>.

Here are your assignment details:

**Your topic:**

**Suggested approach/angle:**

**Key messages to include:**

**Tone:**

**Word count:**

**Experts to interview:** <NAMES/CONTACT INFO IF INTERNAL>

If you quote experts outside of our organization, please link to their credentials and include their contact information for fact-checking purposes.

**Research:** Please link to sources for fact-based research, including statistics, studies, etc.

**Keywords (if applicable):**

**Deadline:**

**Copyright:**

**Fee:**

If you have questions, you may contact me at <EMAIL> or <PHONE>.

Thanks again!

<ASSIGNOR’S NAME>