

FREE WORKSHEET / 30 MINUTES PLUS A SMALL TRIAL

Creator production handoff playbook

Delegate one repeatable task without losing quality.

An editor brief and quality review template for turning a working process into a task someone else can own.

1. Define the task

Start with a task you already understand. Give the editor an example, a source and a clear definition of done.

Task owner; deadline; source-footage URL:

Audience, platform, length and intended content angle:

Approved example; deliverable file format; destination:

Example: extract a self-contained reaction moment, preserve context, caption accurately and supply a draft for review.

2. Set boundaries

Rights and review responsibilities travel with the task. Editors should never guess what is permitted.

Footage / music rights; names or details to remove:

Required disclosure, caption, tag and permitted markets:

Banned themes; claims to avoid; approval owner:

No misleading wins, guaranteed returns, fabricated results or targeting minors. Review the actual brand and platform rules for the campaign.

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3. Run a small batch

Review a few drafts before committing to larger volume. Track your review time as well as the editor's invoice.

Trial batch size; cost cap; turnaround:

Approved first pass; revision count; context / caption errors:

Creator review hours; hours saved after revisions:

More clips are not a win if review time rises and useful output stays flat.

4. Keep or improve the system

Increase volume only after the trial meets the agreed quality and economics. Document recurring feedback once.

What passed; what needs a revised example:

Weekly capacity and total direct cost:

Next owner; review date; stopping condition:

Choose one production bottleneck each week and fix it before adding another person or channel.

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