# Copywriting project proposal

[Date]

From

**Copywriter:** [Your full name]

**Phone:** [Your mobile phone number]

**Email:** [Your email address]

**Project:** Copywriting quote

To

**Client name:** [Client’s full name]

**Client organisation:** [Client’s company]

**Client mobile:** [Client’s mobile phone number]

**Client email:** [Client’s email address]

Dear [Client’s first name]

Thank you for your time on the phone and for seeking out my copywriting services. I enjoyed hearing about your business and what you have planned for the future and I look forward to helping you achieve those objectives.

This proposal summarises our discussion and outlines the tasks you’d like completed.

Here is my understanding of your goals and outcomes for this project:

* To use your social channels to drive traffic to your blogs
* To engage with readers using SEO enriched blogs
* To connect with your audience via case studies to encourage them to use your services

*(Adapt as needed. Clients appreciate having their objectives reflected back as it confirms that you understand what is needed. It also gives them the chance to correct an assumption if it has been made that is not accurate – before the job begins!)*

**Scope of copywriting work**

To ensure we’re on the same page, here’s my understanding of your copywriting needs. Please let me know if my understanding is incorrect or if there’s anything extra you’d like to add.

I will write:

1. 5 x 1000-word SEO blogs (topics and keywords to be advised in the Creative Briefing session)
2. 10 x web pages x 300 words per page (exact pages to be advised in the Creative Briefing session)
3. 5 x case studies x 500 words each (exact client stories to be advised in the Creative Briefing session)

**Copywriting fees**

The breakdown for this project includes:

1. 5 x 1000-word SEO blogs = $500 per blog x 5 blogs = $2500
2. 10 x web pages x 300 words per page (exact pages to be advised in the Creative Briefing session) = 10 pages x $300 = $3000
3. 5 x case studies x 700 words (exact client stories to be advised in the Creative Briefing session) = 5 x $750 = $3750

The total cost for this project is **$9250 + gst = $10,175**

**What your investment includes**

* Briefing meetings
* Phone calls
* Email communication
* Research
* Competitive analysis
* SEO and keyword research
* Proofreading
* 2 rounds of revisions

**Terms**

To activate the job, I will need a 50% deposit. Please deposit this into the account details below before our Creative Briefing session. The final 50% is payable within 7 days of the final copy being returned to you.

**The guarantee**

To take advantage of the project momentum and make sure your final copy is exactly what you’re after, I offer a 30-day guarantee.

**What does the guarantee cover?**

You have 30 days from the time you receive the first draft to send me back any changes. Unless otherwise stated, if I do not get the changes from you within that 30-day period, I will assume the copy is approved and I will send the final invoice for the remaining 50% of the fee.

**Previous clients**

If you’d like to see a sample of my work, you can view my portfolio on my website: *[Insert link]*

**Creative Brief template**

I have attached my Creative Briefing template for you to review. Please note, I **do not** expect you to complete this document but I will be using it as the basis for our session so please take a moment to familiarise yourself with the questions so that we make the best use of our time together.

**Book your Creative Briefing session**

I conduct my sessions via Zoom. Here is the link we will be using: [Insert Zoom link]

You can book a time with me here using this calendar link: [Insert [Calendly](https://calendly.com/) link or similar]

**Next steps**

To get started, please confirm via return email that you agree with this proposal, and I will organise your deposit invoice of 50%.

Please let me know if you have any questions. I am looking forward to working with you and getting started.

Thank you [Client’s first name]

Kind regards

[Your signature block including website, email, phone number etc. Even though it’s listed at the top of the proposal it helps to make it clearly available at the end as well.]

**Terms and conditions:**

* A deposit of 50% of the total quoted amount is required on acceptance of the quote by the Client. The deposit amount will be deducted from the total due on completion of the project.
* Remaining amount is required within 7 days of acceptance of the final draft by the Client.
* This proposal includes 2 sets of copy revisions. Additional revisions are charged at $125 + gst per hour. (insert your hourly fee or don’t list this at all if you don’t want to reveal your rates).
* Please note this quote does not include graphic design, web uploading, sourcing supplier quotes etc. This quote is to provide the words only. Should you require us to liaise, brief or source graphic designers, web developers, printers etc., we would be happy to assist. This service is available should you need it for an hourly rate of $125 + gst. (Insert your hourly fee or don’t list this at all if you don’t want to reveal your rates).
* If the Client should require major alterations to the copy provided (based on the brief provided), or the project objectives significantly change, we reserve the right to re-submit this proposal and/or review the quote if the job is already in progress.
* If the job is cancelled by the Client once work has begun, the full invoice amount will still need to be paid.
* Unless specifically requested not to, I may from time to time feature the completed work in my portfolio of material.
* I assume all material and background information provided to me is legal and accurate and take no responsibility for the material and how it is used once the Client has approved the final draft.
* For full terms and conditions, please refer to the attached Terms and Conditions document.

**This proposal is valid for 30 days from submission date**

Thank you once again for contacting me to provide you with this proposal. I look forward to

working on this project with you.