

SANDY ROSS

copywriting and
content strategy to
“get the word out and
get your Word’s Worth”

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Date: Monday,, 2011

To: you

SAMPLE — AGREEMENT

Re: Communication Audit of Web Content (+ Copywriting Companion Print Pieces)

....., I’m glad to have you as my client for your Web makeover and tie-in print collateral. Given our short lead time – re-launch is set for [date] – I suggest this outline may also serve as a letter of agreement so I may promptly commit my focus to our key elements.

Project Scope ■ your main audience — 1) members-only, 2) seasoned industry peers
■ priority+secondary goal — persuade? inform? brand awareness? act?
■ meet lead liaisons — distill key messages of organization, align theme
■ meet your Web design architect — share ideas, collaborative rapport
■ content audit, Web — conduct a ‘before’ review of site, then detail in executive report (4-6 pgs. or 2,000 words) inventory of ideas, what’s working and why, and what to add, edit, purge, tighten, re-chunk, etc.
■ copywriting, print — exec bios <250 words each to profile 12 staff
■ copywriting, print — 3-panel brochure <500 words, advise pic/layout

Critical Path Thurs., date here — 90-min. meet [liaisons] + 60-min. meet Web tech by Wed., date — SJR interviews/e-interviews staff, 1st draft bios to liaison by Mon., date — SJR submits 1st draft brochure to liaison by Wed., date — request of SJR (in single communique) any bio revision by Mon., date — request of SJR (single communique) any brochure edits by Fri., date — SJR reviews site and submits ‘before’ audit exec. report by Wed., date — submit final copy, bios/brochure [text? Word? PDF?].

Investment To facilitate your budget approval, let me offer two (2) investment fees:
(A) up to \$.... ■ communication audit (Web) and report only — OR
(B) up to \$.... ■ all services in critical path: ½ day strategy meetings; staff interviews; copy for bios and brochure; communication audit review (10 hrs. max) of online content; ‘before’ summary report (‘after’ report card on results/impact available at additional fee).

Copyright © is to you for all creative contracted herein. It includes one set of revisions, if requested within a week after a 1st draft is submitted. Sandy’s services conclude when final copy is issued. Any fundamental creative or project shift may incur other fees as would be discussed. (In the rare case a project ends prematurely – i.e. your funding is cut, or key legislation changes – all work to-date and its billing is sent to the client.)

Billing A non-refundable retainer is typically payable to begin work, and trust your approval process will accommodate \$..... to me by [date], thanks – invoice attached – with a final instalment for its balance billed as services conclude or no later than [date], payable promptly on receipt of billing.

Agreement Assuming this reflects expectations we discussed, let this be our contract for services. Please select offer A or B (or request a quick change), and convey your intent by [date] via e-mail and phone: I’ll then confirm.

....., thanks for inviting me to collaborate. I look forward to helping [company’s] team to ‘get the word out and get your Word’s Worth’.

/Sandy Ross

attach: retainer invoice