

Estimate/Agreement for Copywriting

CLIENT: _____

PROJECT: Copywriting of _____

Fee: \$ _____

DATE: _____

We require a retainer of half up front for the project to get started; balance due upon completion. We accept credit cards via PayPal using <https://paypal.me/bobbly> or you can use our online payment links page: <http://www.bly.com/newsite/Pages/payment-links.php>

Or you can send a check made payable to "Center for Technical Communication" (see address below). You can also call Jodi at 908-362-5580 for help in processing your payment if you prefer.

Upon receipt of payment, we will send you a PDF invoice showing the deposit is paid.

Projects begin when we receive your payment and a copy of this e-mail with your "OK."

Please send any background materials to Bob at rbly@bly.com or via Dropbox.

FORMAT AND DELIVERABLES

All copy is written and submitted in Word

TURNAROUND

Approximately _____ weeks

REVISIONS

Up to two revisions are typically included at no extra charge unless they are based on a change in the assignment made after the copy is submitted.

All revisions must be assigned within 30 days of your receipt of the first draft of copy. After that, additional rewrite may be made at a fee to be negotiated separately from this agreement.

We make our best attempt to be available to make revisions quickly. Bob can turn around minor revisions in 2-3 business days and major revisions may take longer.

CAVEATS

Background material sent to Bob Bly in preparation for copywriting assignments is not returned to the sender unless specific arrangements have been made in writing prior to the project.

Although you are not required to do so, Bob strongly recommends that you send him copy in layout before using, so he can review it, make sure the elements are positioned correctly, and make sure all revisions work effectively.

Also, although Bob makes every effort to make your copy comply with the law, he is not an attorney.

Therefore, it is your responsibility to submit all copy for legal review. You are also responsible for final proofreading of all the copy.

RESULTS

There are many factors in your marketing - product, market, price, list, demand, consumer preferences, competition, major events - that Bob cannot control. Therefore, he does not promise and cannot guarantee specific results.

NEXT STEP

To get started, please make the retainer payment and respond to this e-mail with your "okay."

Thank you. Please contact Bob at 973-263-0562 or at rwibly@bly.com if you have any questions.

Bob Bly
Copywriter/Consultant
31 Cheyenne Dr.
Montville NJ 07045