



Rev Up  
Your Results!



**Michele PW**

(Michele Pariza Wacek)

Integrated Marketing Communications and Copywriting Strategist

PO Box 10430, Prescott, AZ 86304 • p 928.776.7495 • f 928.443.0089

www.MichelePW.com • Michele@MichelePW.com

## Sample proposals/contracts for copywriters

Taking the time to put together a proposal and contract does several things for your business. Obviously, and importantly, it helps you protect yourself. But just as importantly, it can help you avoid problems down the road because everything is clearly spelled out right from the start (note: this is NOT a guarantee you'll eliminate all your problems). Plus, you'll be reinforcing your image as a professional who will deliver professional results.

Proposals and contracts come in as many forms as there are writers. One format I've successfully used looks like this:

Date: \_\_\_\_\_

Client: \_\_\_\_\_

Project: \_\_\_\_\_

Project description: \_\_\_\_\_

Project objectives (if you know them): \_\_\_\_\_

What the estimate includes: \_\_\_\_\_

What the estimate doesn't include: \_\_\_\_\_

Cost of project: \_\_\_\_\_

Any details (for instance, other vendors you'll need to bring in to complete the project, etc.):

Once you and the client have agreed to a price for your services, have the client put his or her signature on something. This could mean signing the original proposal or an actual contract. Whatever you have them sign, it should include a few other things, such as:

- How you would like to be paid. Do you want a deposit? How much? How do you want the remainder of the money paid to you (for instance, do you want part of it when you deliver the first draft and the rest when they approve the final copy?)
- Some sort of disclaimer to help protect yourself. For instance:

This estimate is only valid for 30 days after the date indicated above. This is only an estimate. Creative Concepts and Copywriting withholds the right to adjust the final invoice based upon the actual work completed. Any and all specifications denoted on this estimate are for the purpose of generating a rough cost based upon the work requested. Any and all additional hard costs not shown in this estimate will be the responsibility of the signee.

- If the company issues POs, make sure you get one. It will make getting paid much easier along with being legally binding.