**Project Proposal**

[Client Name]

[Client Address]

[Date]

Dear [Client First Name],

Thank you for discussing your copywriting needs. Based on our conversation [today/yesterday], I’ve prepared several options for your consideration. Once you’ve reviewed this proposal, we can schedule a call to discuss it in more detail.

**Project Description**

This project is [recap requested assignment]. You will provide me with information necessary to write the [project type, i.e., case study or email campaign], which [will/will not] include [client/customer] interviews.

[Copy that explains why you’re the best person for this project.]

This proposal covers consultation and copy creation. Graphic design, final layout, and project design are the responsibility of [Company]. As appropriate, I’ll make recommendations for these elements where it’s necessary to strengthen the effect of the copy.

**Investment Options**

**A. Primary Project [Or a name that aligns with the project]**

[List each component and the fee for each. See examples below.]

* Case Study [$X,X00]
* Email Campaign (2 emails plus a landing page) [$X,X00]

Total for Package A [$X,X00]

**B. The Add-On [Or a name that aligns with the project]**

[List each component and the fee for each. See examples below.]

* Case Study [$X,X00]
* Email Campaign (2 emails plus a landing page) [$X,X00]
* LinkedIn Article [$X00]

Total for Package B [$X,X00]**C. The Full Package [Or a name that aligns with the project]**

[List each component and the fee for each. See examples below.]

* Case Study [$X,X00]
* Email Campaign (2 emails plus a landing page) [$X,X00]
* LinkedIn Article [$X00]
* Social Media Campaign [$X,X00]

Total for Package C [$X,X00]

The investment amount is based on handling the project by mail, phone, video meetings, and email, and does not include in-person meetings. Expenses for any in-person meetings will be the responsibility of [Company]. This proposal is valid for 90 days or XX/XX/XX [include the actual expiration date].

**Terms**

Fifty (50) percent of the project fee is due before work commences. Within 30 days of delivery of the first draft or once I receive final approval from you (whichever is first), I’ll provide you with an invoice for the remaining 50%, which is payable upon receipt.

Upon your approval of the proposal, I’ll email you an Agreement that details the parameters of the project, terms, deliverables, and deadlines.

Your project will begin when I receive your deposit and an executed Agreement.

**Deadline**

Together, we’ll determine a schedule for each action step outlined. Lack of response on each item may result in a delay in delivering the copy.

**Revisions**Up to [two/three] rounds of revisions are included at no extra charge unless they are based on a change in the assignment. All revisions must be requested in writing (via email) within 30 days receipt of the first draft. If [two/three] rounds of revisions have been made and additional rewrites are requested, they may be made at a fee to be negotiated separately.

Thank you. I look forward to discussing the options with you and moving forward on this project.

[Name]

[Company name]

[Phone]

[Email]

[Web address]