

**LETTER OF AGREEMENT FOR COPYWRITING AND CONSULTATION SERVICES PROVIDED BY RAY L. EDWARDS (RAYDAL MARKETING, LLC.)**

Dear Joe Smith:

**RE: Quote for your website marketing campaign at URL:**  
<http://www.yourwebsite.com>

Thanks for your query on my copywriting and consultation services for your company.

I will provide such copywriting and consulting services as are required to complete your project to your satisfaction. For my fee, I will:

- Gather from you the information I need
- Review in detail any competitor's materials available
- Offer ideas, concepts, approaches and feedback
- Conduct research, meetings and interviews (if required)
- Perform teleconferencing and/or brainstorming session(s)
- Review and edit any text that you supply
- Complete all copywriting work on budget
- Project Schedule
- Deliver first draft of copy by agreed deadline date (January 31, 2009)
- Make any revisions and rewrites that you request within 45 days of your receipt of my copy

**MY FEE**

| <b>Service</b> | <b>Description</b>                       | <b>Number</b> | <b>Price</b> |
|----------------|--|---------------|--------------|
| Sales Letter   | Content for the Home page or direct mail |               |              |
| Optin Page     | Landing Page for leads generation        |               |              |

|                      |  |  |  |
|----------------------|--|--|--|
| Order Page           | Separate Order page for main letter.         |  |  |
| Autoresponder Series | Series of letters to follow up on prospects  |  |  |
| Press Release        | Press Release writing and distribution.      |  |  |
| Classified Ad        | Long-letter-form ad sent by email            |  |  |
| PPC Ad               | Ads written for Pay-Per-Click advertising    |  |  |
| FREE Reports         | Reports written for lead generation.         |  |  |
| Articles             | Articles written to promote product          |  |  |
| Customer Follow-up   | Emails written for customers to get up sell. |  |  |
| Brochure (Offline)   | To be included with direct mail piece.       |  |  |
| <b>TOTAL</b>         |  |  |  |
| <b>MP Special</b>    | <i>Marketing Package Special</i>             |  |  |

*(This quote is only valid for 30 days)*

## **WHAT IS INCLUDED**

My fee includes all brainstorming, writing, revising, editing, consulting, research, couriers, long-distance phone calls and faxes. Copy revisions are included in my fee as long as you assign these revisions within 45 days of receiving my copy, and as long as these revisions are not based on a change in the assignment made after my copy is submitted.

## **MY TERMS**

1. My standard policy for projects is to obtain 50 percent of the total project cost in advance (in this case, \$X,000).
2. My final invoice is payable within 3 days of receipt of the FIRST draft of the project.
3. There is a base 25% **“killer fee”** that is assessed on every project. This means that if for ANY REASON you cancel the project AFTER down payment is made you’ll receive up to 75% of the total fee back. (See “Cancellation” below.)
4. After first delivery of project there is ABSOLUTELY NO REFUND.

## **MY GUARANTEE**

I guarantee that you will be satisfied with my web copywriting and consulting services or I’ll rewrite, tweak, and further consult with you for up to 45 days from first delivering the project.. You have my word that you will receive cost-effective counsel and original,

compelling copy delivered on time and on budget. You have my word that I will involve you in the creative and strategic process from start to finish. Because no one can guarantee the results of any advertising campaign because of other factors other than competent copy (such as market niche, time of year, demand for your product etc.) I cannot guarantee you any particular results from using my work.

## **OUR RELATIONSHIP**

You acknowledge that I am entering into this agreement with you or your company, or with your representatives or assigns, as an *independent contractor* and not as an employee. As such, I will not be considered an employee of your company or business with regard to any laws, such as (but not limited to) federal, state or local income tax withholding laws.

## **OWNERSHIP OF WORK / YOUR CONFIDENTIALITY**

Everything you share with me is totally confidential. I will make sure NOTHING leaves my office at any point without your permission. I fully understand that some information I receive is only for private eyes so please have no worries your privacy is 100% assured. This includes written and conversational. Nothing of a private nature will be discussed with third parties or passed on in written form.

After your copy leaves here it is YOUR own copy. You own it. You own the copyright. I reserve the right to use the copy in the promotion of my copywriting services.

## **CANCELLATION**

Should you need to cancel or place the project on hold, you will be invoiced for all work completed to this date. Client is responsible for payment of all expenses incurred and any work done based on the percentage of the project already completed at the time of cancellation. Should Client cancel the project following its completion, Client is responsible for full payment as per the above estimate.

## **ERRORS AND OMISSIONS**

I make every effort to ensure the copy I submit to you is free of errors or omissions. This includes spelling errors and content; however, I cannot guarantee this. I suggest you review the copy thoroughly before committing to production.

## **CLIENT APPROVAL**

You are responsible for written approval of work ordered required for the completion of this project. The approval can be in the form of a signature on this contract. Upon acceptance of the completed project, client accepts responsibility for any further processes in which this work is used (i.e. printing, etc.) Writer is not responsible for errors occurring in this work or projects related to this work after acceptance of this project.

**HOW TO PROCEED**

If this quote is acceptable to you, please sign and return this quote to me with your down payment for US\$X,000. (Payment is accepted through Paypal, Wire Transfer\*, Money Order or certified check.) This gives me the go-ahead that I need to proceed with your assignment, for the fee specified.

**FULL AGREEMENT**

This constitutes the full agreement and supersedes all verbal or other agreement.

Thank you.

Your fellow marketer,



Ray L. Edwards

**ACCEPTED AND AGREED:**

I agree to the above terms and hereby authorize you to proceed with the assignment, for the fee specified.

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

**PLEASE FAX THE COMPLETED AGREEMENT TO: (253)-423-8809**

You may also send this document as an attached file by email or post to: **Ray L. Edwards, 1158 Ricardo Ln., Punta Gorda, FL 33983**

\*Bank Details: Bank of America, Routing # [REDACTED], Acct. # [REDACTED]