

**LETTER OF AGREEMENT FOR COPYWRITING AND CONSULTATION
SERVICES PROVIDED BY RAY L. EDWARDS**

Dear _____:

RE: Quote for your website marketing campaign at URL:
_____.

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
- Make any revisions and rewrites that you request within 45 days of your receipt of my copy

MY FEE

Service	Description	Number	Price
Sales Letter	Content for the Home page or direct mail		
Optin Page	Sales Letter 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.		
TOTAL			
MP Special	<i>Marketing Package Special</i>		

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, \$_____).
2. My final invoice is payable within 3 days of receipt of the FIRST draft of the project.

MY GUARANTEE

I guarantee that you will be satisfied with my web copywriting and consulting services or your money will be promptly refunded in full. In other words, you retain my services risk-free. 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 you play a vital role in the success of the promotional copy that I craft for you, this is a "some-questions-asked" guarantee. Simply put, if you are not satisfied with my copy, tell me why within 45 calendar days of receiving my first draft and I will work with you during that period to revise or entirely rewrite your copy as many times as I need to, at no extra charge, until you are satisfied. If I fail to satisfy you by the end of that time, simply tell me and I will immediately refund your money in full, by check, by mail, with no questions asked. Your satisfaction is more important to me than my fee.

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.

If at any point I feel you are developing a lack of trust and understanding in my work, begin to over interfere or try to apply untested ideas or principles to my copy, I reserve the right to "dismiss" you as a client at any point I feel fit.

You must see me as a copywriting expert that has your best interests at heart from the start to the end of this project. I am only interested in your best results. Help me achieve this with a good relationship.

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\$_____. (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 as an attached file by email or post to: **Ray L. Edwards, 25309 Padre Ln. Punta Gorda, Florida 33983.**