



Pam Foster Copywriting

Senior Copywriter, Sales Catalyst

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Agreement

Pam Foster/Foster Communications Copywriting Agreement

[Date]

Dear [Client]:

Thank you for hiring me to write copy for your [project]! Here are my terms and a reminder of what you can expect from me.

Would you please read through this to make sure these are terms you agree to and send a REPLY e-mail that all is fine? (Please include this agreement in your reply.)

FEE

My fee for your project is [TBD]. As we agreed, I will:

- Write new copy...[scope described briefly]
- Edit copy where needed
- [If Web project] Proofread the site pages for readability and function once your programmer has created each layout—I'll stay on board until the site is launched
- Do all of this in a timely and responsive manner

NOTE ABOUT FEES

I require a 50% deposit up front, and I invoice the balance upon completion of the project (to be paid upon receipt). I accept checks made payable to "Pam Foster" or "Foster Communications." Attached is an invoice for the 50% deposit.

DEADLINE

You will receive my complete first draft copy by [time of day TBD] (ET) on [date TBD] if not sooner. I do not miss deadlines, so if you haven't received your copy on the due date, please call me immediately so I can resend it!

PLEASE NOTE: Once we agree on deadlines, they are contingent on getting your go-ahead and deposit by [TBD]. Due to my schedule, I regret that I can't hold dates or promise to meet the first copy deadline without first payment.

REVISIONS

Up to three revisions are included at no extra charge unless they are based on an assignment change after copy is submitted. All revisions must be assigned within 30 days of your receipt of

the first copy draft. After that, additional rewrites may be made at a fee to be negotiated separately from this agreement.

I make my best attempt to be available to make revisions. I can turn around minor revisions in 2-3 business days and major revisions may take longer.

CAVEATS

If you cancel or put the project on hold once I have begun work, a kill fee will be applied. This fee is equal to the deposit.

Although I make every effort to ensure that your copy complies with the law, I'm not an attorney. Therefore, you accept responsibility for the content validity (and you submit the copy for legal review as you see fit). You're also responsible for final proofreading of all copy.

RESULTS

There are many factors in your marketing effort—product, market, price, list, demand, consumer preferences, major events—that I cannot control. Therefore, while I can and do guarantee your satisfaction with the copy, I cannot guarantee specific results.

Thank you!
Regards,

Pam

Pam Foster
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