

# SAMPLE COPYWRITING PROPOSAL

Prepared for: [CLIENT]

## YOUR PROJECT

[Type of Project] for [CLIENT]

## YOUR NEED

[CLIENT]'s content strategy calls for ghostwritten articles with a singular and valuable perspective of the goings on and goings-to of [INDUSTRY] to be published in the trade association's magazine and web site. The articles must be interesting, substantive and diverse.

This is a smart tactic for reaching prospects and staying in touch with customers and the different communities who are connected to the [INDUSTRY].

Useful information presented in diverse voices makes it a valuable and credible resource. Articles written to have a longer shelf life—that aren't tied to fleeting events, seasonality or conditions that are likely to change quickly—will ensure each issue's usefulness endures.

I see lots of opportunities for repurposing articles, too: as posts, in the [CLIENT] Report, podcasts and more. The issue and articles are also promotable as social posts or ads.

## MY OBJECTIVE

Continuing the success of [CLIENT] hinges on continuing the substantive articles you're publishing and maintaining the interesting and diverse voice you've established.

My objective in writing the article we discussed, "[ARTICLE IDEA]", would be to bring a unique and compelling voice to relevant topics and insights.

To achieve this, I will leverage my experience writing articles and blog posts for numerous companies in the industry, including [DROP NAMES OF RELEVANT CLIENTS] and more.

Even more relevant to you, I'll leverage recent experience writing about ecommerce fulfillment in writing your [RECENT PROJECT] article. Additionally, I'll use my ## years of B2B and corporate writing experience to synthesize and present the details. Lastly, I'll draw upon my agency training to speak to our audiences' needs and interests and develop angles and text that resonates with them.

## PROCESS

My process follows the steps below to create effective content that is grounded in a unique and compelling angle, inspired by reader insights, aligned with best practices and in harmony with the [CLIENT] brand voice. Here's how I approach projects:

1. I familiarize myself with your brand assets: past issues, website, blogs and newsletters
2. I'll review what content other [INDUSTRY OR COMPETITORS] are publishing and posting.
3. I do deep internet research on the topics we've agreed to.
4. I interview company subject matter experts as well as the external SMEs we decide upon for original insights, stories, explanations and data-points
5. I ensure alignment with clients' expectations in order to clarify the angle and other important considerations
6. I look for insights and points that will interest readers
7. I strive to be responsive and proactive. Momentum is a great motivator, so I keep things moving.

## PROJECT PRICING

My practice is to work on a project fee basis where I provide a price that considers everything from research and interviews to two rounds of standard revisions. That fee doesn't change unless there's a major shift in direction or the rounds of revisions exceed our agreement. The estimated fees below are based on the details of the projects as I understand them and includes:

- o 2-3 meetings and interviews with client
- o Thorough review of [CLIENT] website and materials you think might be helpful
- o Review of up to 3 competitors
- o Writing of headlines, subheads, captions and text
- o Two rounds of standard revisions on projects

## 3 OPTIONS TO CHOOSE FROM

### OPTION 1: "[ARTICLE IDEA]"

Word count: XXXX words

Interviews: 2 interviews of SMEs for each article

Timeline: 3-4 weeks depending on interviews

Fee: \$

### OPTION 2: "[ARTICLE IDEA]"

Word count: XXXX words

Interviews: Up to 4 interviews of SMEs for each article

Timeline: 3-4 weeks depending on interviews

Fee: \$

OPTION 3: “[ARTICLE IDEA]”

Word count: XXXX words + companion social posts

Interviews: Up to 4 interviews of SMEs for each article

Timeline: 2-3 weeks depending on interviews

Fee: \$

NEXT STEPS

If you have any questions or requests, please let me know. And if the details of the proposal look good and you are ready to get going, great!

Let’s clarify the scope, agree to a schedule, and I’ll send a more formalized agreement that includes a request for a 50% deposit. Then with your approval, we can get rolling on research and interviews.

MOST IMPORTANTLY

I hope that this proposal meets with your approval. I’d very much like to contribute an article or articles to complement the outstanding content I’ve seen from [CLIENT] I’m certain that my skills and experience could really help you.