

Date

Your Name  
Your Address  
Address Line 1  
Address Line 2  
Address Line 3

## Letter of Agreement

Dear [Your Name]:

Thank you for asking me to work on your project.

### Project details

A one-page advertisement for MegaKing.

As discussed, I will write the copy for a one-page advertisement for your new carpentry tool.

### My fee

\$750 USD

### What is included

My fee includes all brainstorming, writing, revising, editing, long-distance phone calls and faxes, and project-related consulting. Copy revisions are included in my fee as long as you assign these revisions within 30 days of receiving my first draft, and as long as these revisions are not based on a change in the assignment that I make after I submit the copy.

For my professional fee, I will:

- follow your marketing plan.
- follow your copy platform
- read all previous advertising content your company has produced
- review your Web site
- study advertising literature and Web sites of your three biggest competitors, which you supply
- review market research and surveys, which you supply

Diana Moes VandeHoef  
98 Avaco Drive, Winnipeg, MB  
Canada, R2K 3J5  
P: 204.668.0561  
F: 204.663.6009  
[Diana@word-worker.com](mailto:Diana@word-worker.com)  
<http://www.word-worker.com>

- write a compelling advertisement with image suggestions
- make any revisions that you request within 30 days of your receipt of my copy
- deliver copy on time

### **Project timeline**

I will send you the first draft by [Insert date.].

You will let me know of any revisions by [Insert date.]

I will complete revisions by [Insert date.]

### **My terms**

1. With any new client, my standard policy is to receive a signed Letter of Agreement and 50% of my fee in advance. In this case, the 50% retainer is \$375.
2. Invoice is sent within a week after submitting the first draft. Payment is due on receipt unless otherwise specified.
3. I require that you send me, by electronic or surface mail, a copy of the completed advertisement, and any future projects you hire me to write. This is for my portfolio, which I show to prospects to generate new business.

### **How to proceed**

If you accept these terms, please sign and return this entire Letter of Agreement to my office with payment of \$375.

The signed Letter of Agreement can be faxed to 205-663-6009, or mailed to the address below.

Payment by check (payable to Diana Moes VandeHoef), money order, PayPal (payable to [dvandehoef@yahoo.ca](mailto:dvandehoef@yahoo.ca)) or EMT is acceptable.

Thank you.

[Insert digital signature.]

Diana Moes VandeHoef  
Writer and Copywriter

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Canada, R2K 3J5  
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<http://www.word-worker.com>

**Accepted and agreed**

I agree to the terms outlined in the previous two pages, and authorize you to proceed with the assignment, for the fee specified.

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

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

Signature: \_\_\_\_\_

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

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