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**Prepared for:**

Client Name [Client Company]

**Prepared by:**

Sender Name [Sender Company]

# Proposal Contents

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# Introduction

Dear client name,

Content is the lynchpin of growth in today’s competitive marketing environment. Brands that have documented content strategies that are carried out professionally on a consistent basis consistently out-perform those who don’t. At [Sender Company], we specialize in helping our clients leverage content through a variety of copywriting services.

We’ve proudly served clients in industry for several years with great results. Our in-house team of copywriters, designers, copyeditors, and developers are among the most skilled and experienced in the industry, with a proven track record of success.

In this copywriting proposal, you’ll find details regarding the various services offered by [Sender Company]. We’re confident that you’ll find that we’re more than capable of supporting your copywriting needs.

I encourage you to review the contents of this proposal thoroughly, and to reach out to me directly with any questions.

Sincerely,

#

# Executive Summary

We place education as a powerful tool in today’s technology-driven and fast-paced world.

We believe in creating a world where everyone has access to knowledge and learning. We want to provide opportunities which everyone can gain through education.

​[Sender Company] adheres to its mission of providing quality education through affordable online tutorial services. The core competencies of our tutors are subject-based teaching, having solid experience in conducting lessons in classrooms or through distance learning programs. We provide high quality of education through modules based on a specific subject with a small price tag. We foster group discussions and help create relationships with our students. We nurture the thirst for knowledge – and this speaks true of what we value most, learning.

# Testimonials

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | “[Sender Company] really has a knack for capturing a brand’s voice with their content. We’ve enjoyed the fact that they act as a strategic partner, rather than just a simple copywriting service.”**Peter Brown**ACME INC“[Sender Company] produces outstanding content for our marketing campaigns. We had them re-write our website copy a few months ago, and the response from clients has been overwhelmingly positive.”**Mary Wai**SAMSUNGWe’ve worked for companies in various industries around the world, including:

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| A black and white logo  Description automatically generated | A red and white logo  Description automatically generated | A logo with red and orange circles  Description automatically generated |

We pride ourselves on maintaining an updated portfolio of our most successful projects. To review them, visit our portfolio on the web at: portfolio URL.Our ServicesOffer more services than we listed here? Make the template your own by adding in everything your company does. Who knows? Your client may need more than just copywriting and content services.Content Strategy ServicesOur content strategy services are perfect for organizations who do not have a documented content strategy. We work with clients to build a unique content strategy based on brand position, SEO data, and competitive analysis.Blogging ServicesBlogs are often the focal point of a successful content strategy. To properly use your blog as a marketing asset, you’ve got to be able to produce entertaining, informative content on a regular basis. In addition to entertaining and informing your target audience, blogging helps your website’s overall exposure by allowing you to improve your rank for target keywords in search engines.Our copywriters excel in producing blog posts that entertain and inform while leveraging SEO data to improve clients’ search engine rankings.General Copywriting ServicesSales & Marketing teams rely on a variety of content items to succeed. Our content team provides general copywriting services for a variety of content types, including:· Business proposals· Brochures, flyers, posters & other collateral· Magazine content· Website contentContent Marketing ServicesTo really benefit from our copywriting services, you need an effective content marketing strategy. Our team can help you leverage the content that we develop for your brand across all of your sales and marketing channels, helping you boost brand awareness, generate leads, and close sales.PricingThe table below details our standard service rates. Many of our clients have recurring copywriting and related needs, and opt to enter into a multi-month retainer agreement in exchange for a volume discount. If such an arrangement would be beneficial to [Client Company] we will be glad to discuss your needs and develop a copywriting services agreement.If you’d like to move forward with an initial content request, simply edit the table below by selecting your desired line items and quantities.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Price | QTY | Subtotal |

|  |  |
| --- | --- |
| Subtotal | **$0.00** |
| Discount | **$0.00** |
| Tax | **$0.00** |
| **Total** | **$0.00** |

Contact UsHave questions? Feel free to comment directly on this proposal using the comment field on the right. If you’d prefer to speak directly, you can reach me via email at email or phone at phone. I look forward to answering any questions that you may have.Acknowledgement & AcceptanceCLIENT: By signing below, you indicate your understanding of the services and rates above. You also agree to purchase any services you’ve chosen using the pricing table above. Please review the pricing table and select any content needed immediately prior to signing below.

|  |  |
| --- | --- |
| [Sender Company]  | [Client Company]  |
| [Sender First Name] [Sender Last Name] | [Client First Name] [Client Last Name]  |

Terms and ConditionsProposed termsEditing will include improving the language, grammar, style and punctuation and/or rewriting. If the client follows a style manual, it must be shared with us at the time of signing agreement.For editing services, the client must provide a proper draft with requests or directions for the editorFor writing services, it is the client’s duty to provide data and background information necessary according to the nature of the material to be produced.Any design services will include a preliminary mockup prior to final designs being submitted.All copywriting, copyediting, and design services include 2 client-requested revisions.All produced materials will be the sole intellectual property of [Client Company]. [Sender Company] reserves the right to use produced materials as part of our online portfolio.[Sender Company] will ensure confidentiality of the data which will remain the property of the client. |