Slide Team

Proposal For Copywriting

Prepared For :

Client Name

Prepared By :

Designation

User Assigned

Company Name

Project Overview of Proposal for Copywriting Services

A project overview is a detailed description of a project's goals and objectives. It also highlights the necessary steps to initiate the project. It gives your client an overview of the project schedule, budget, resources, and other essential status. Project managers outline project overview to persuade senior management and other team members to kickstart the project.

Your Need

- To improve the conversion rate of company's website.
- Add Your text here
- Add Your text here
- Add Your text here

Our Goals

- Turn a higher percentage of XYZ website visitors into leads & buyers.
- Use compelling language to engage XYZ target customers and motivate them to act.
- Create long-term increases in XYZ ROI on both paid and search engine traffic, resulting in a competitive edge.

CLICK HERE TO DOWNLOAD THIS TEMPLATE IN AN EDITABLE PPT FORMAT

Scope of Services for Copywriting

The scope statement details the project deliverables and describes the major objectives. A well-constructed scope of services brings together everything from work details, to schedules, terms, and expected outcomes. It combines objectives and requirements needed to complete a project.

Comprehensive Copy Analysis

Assessment of XYZ current website copy, email marketing, and social media and identification of potential areas for improvement.

Website Copy Revamp

Optimization of XYZ website copy for more conversions, with a focus on critical conversion elements like sales pages, landing pages, product descriptions, and FAQ pages.

Email and Social Media Platform Strategy Execution and Management

Development of email and social media plans to increase conversions and build XYZ brand; ongoing execution of plans by ABC with weekly reports delivered to XYZ.

Activity Timeline for Copywriting Services

Project timelines are important for businesses as they help set clear directions and priorities. Provide your client with a simple yet comprehensive overview of a project from start to finish. Outline goals, tasks, and track schedules with an activity timeline to improve productivity and efficiency.

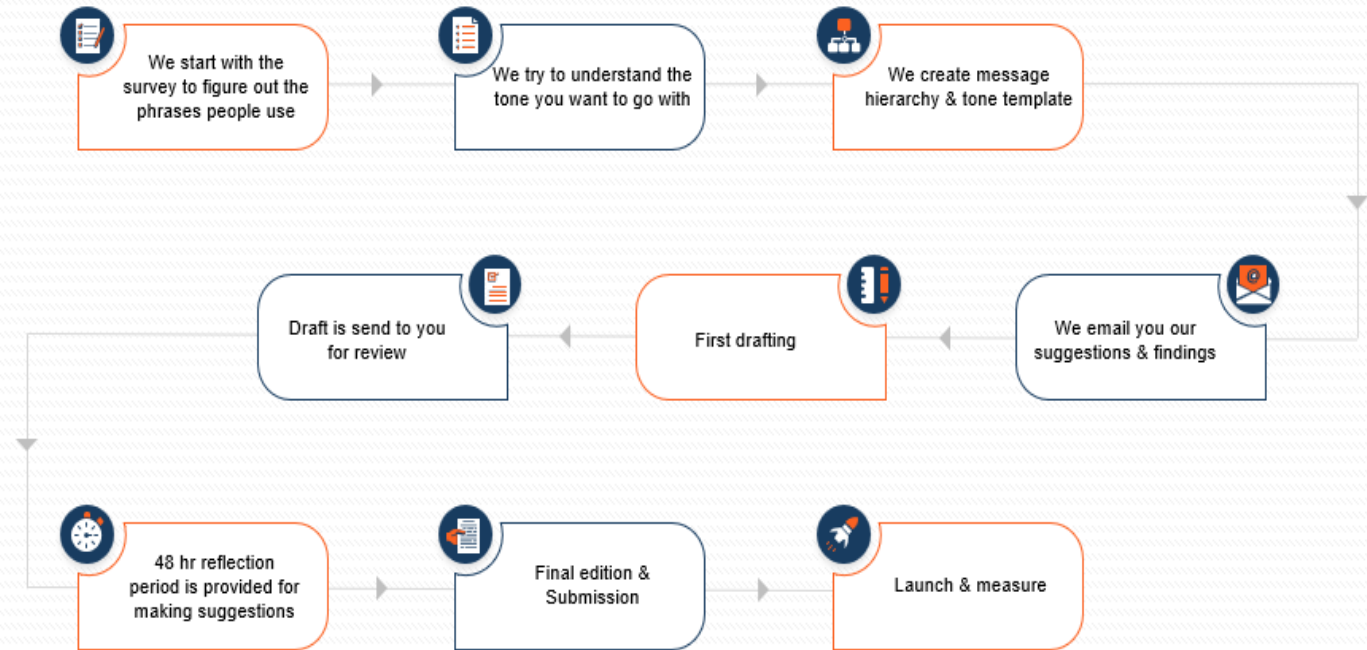| 2 Weeks	2 Weeks	3 Weeks
Comprehensive Copy Analysis Text Here	Website Copy Revamp Text Here	Email and Social Media Platform Strategy Execution and Management

CLICK HERE TO DOWNLOAD THIS TEMPLATE IN AN EDITABLE PPT FORMAT

Our Copywriting Services Process

Walk your audience through an exclusive Copywriting services process to create masterpieces for them. Highlight the essential components of the process and showcase ways to write effective sales and ad pitches for marketing and advertising. The copywriting services process will help your client understand the nitty gritty of the copy writing.

We start with the survey to figure out the phrases people use

We try to understand the tone you want to go with

We create message hierarchy & tone template

Draft is send to you for review

First drafting

We email you our suggestions & findings

48 hr reflection period is provided for making suggestions

Final edition & Submission

Launch & measure

Your Investment for Copywriting Services

A well-outlined budget will help you get your project started and encourage your clients to get on board with you. Highlight your services with word limit/ no. of pages, etc. to showcase your clients the amount they will be investing in you. Create a well-outlined investment table to give your client the total cost of the project.

S.No.	Service	Word Limit/No. of pages	Price
1.	Website Copy Per Page	Up to 400 words	$75
2.	Blog Post Copy	Up to 800 words	$150
3.	eBook Copy and Design	Up to 25 pages	$250
4.	Proposal Content	Up to 15 pages	$150
5.	Sales Brochure Copy and Design	Up to 10 Pages	$100
	Total		$XXXX

CLICK HERE TO DOWNLOAD THIS TEMPLATE IN AN EDITABLE PPT FORMAT

About Us

The "About Us" is a section in your proposal where you flaunt your business. Showcase your vision, story, business value, experiences, and more to leave an everlasting impression on your audience. You exhibit your services, products, qualities, skills, and present your company in a way like no other!

Our Mission

To create incredible content for organizations, to elevate the standard for branded journalism, and illuminate the power of the written word.

ABC Copywriting was founded by Ross Taylor in 2013 on the premise that great content could drive business growth, raise funding for nonprofits, and build a stronger sense of trust between consumers and brands. From blogs and eBooks to press releases and screenplays, we sought to build a company that united cutting-edge SEO & SEM technology with the time-tested power of the written word.

Terms & Conditions

Creating a term of payment can help businesses to receive payments on time. Showcasing how and when to implement this form of compensation make the payment process transparent to customers. These terms can outline terms of sale, payment in advance, immediate payment, interest invoice, and more.

Copyright

- All original material remains the property of ABC Copywriting until Final Payment has been received.
- Once project fee is paid in full to ABC Copywriting, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to XYZ for inclusion in website are owned by XYZ.

Payment Terms

- Unless prior arrangements have been made, all projects exceeding $200 are subject to a minimum pre-payment of 50% of the total job cost prior to ABC Copywriting commencing any project. Jobs less than $200 require full payment in advance.
- Add your text here
- Add your text here

CLICK HERE TO DOWNLOAD THIS TEMPLATE IN AN EDITABLE PPT FORMAT

Sign-Off

Get your project started by signing the agreement. Prepare a document outlining terms and conditions to keep all the stakeholders and other clients on the same page. By using this agreement, alleviate the chances of project or payment feuds with clients or other party.

I have read Statement of Work and Contract carefully and understand all the terms & conditions of working with ABC Copywriting.

By signing below, I, XYZ agree to the mentioned Services, Process, Activity Timeline, Pricing, terms & condition set forth above by ABC Copywriting for my need.

Add your text here

Add your text here

SIGNATURE

User Assigned
Company name

SIGNATURE

Client Name & Address

CLICK HERE TO DOWNLOAD THIS TEMPLATE IN AN EDITABLE PPT FORMAT

FAQs on Copywriting Services Proposal

1. How do I write a copywriting proposal?

As an expert in copywriting, outstanding language skills and understanding the shades of meaning of any piece of written communication is your core competence. When it comes to the business of copywriting, your job is to create persuasive marketing content that packs a punch for the client.

In the proposal to present before a client, however, make sure you exhibit all these skills with the presentation template you decide to use. The 'How' of creating a persuasive copywriting proposal entails these three steps:

• Understand the client's needs in terms of expectations from copywriting efforts. Make a special mention of the kinds of writing and the extra/lower cost, and effort that these will entail.
• Design a solution that will help the client meet these goals. Try and express it in numbers, if you can. For instance: You may propose writing five different pitches for the same product, or for geographical areas.
• Close the deal: Be on the same page with the client, if he/she suggests modifications to the proposal. If these suggestions fit within your skill-set, price and delivery, grab the offer.

2. What is the difference between copywriting and content writing?

Copywriting is a craft where you are supposed to play around with language and study the business environment and market conditions to create a persuasive pitch for a product or service. In content writing, however, you just have the basic facts in place and attempt to bring n order to these to make perfect sense.

The daily news in newspapers is a kind of content writing; while the full-page ads in newspapers where there may be a few words is an example of copywriting. The two forms of writing serve different masters, and that decides their structure.

As an illustration, all news is written in a format called 'Inverted Pyramid' with the importance or significance of the information decreasing as you read down. This means that you can delete the lower part of the writing, and it will still make sense. There is no such rule applicable to copywriting, though the language is also a significant contributor to persuasion or getting the customer to take positive action.

FAQs on Copywriting Services Proposal

3. Are copywriters in demand?

Everyone is on the internet these days, and all businesses need content to reach all those potential customers. Copywriting has suddenly become a hot skill in the market as good businesses want good, precise communication to go out to their customers or prospects. Anecdotal evidence suggests that global corporations want copywriters to frame an experience for their customers. Ikea, the global furniture major, has put together a team to *design* its online user experience, branding it DesignOps. It has even hired an **Experience Design Writer** for its digital communication.

4. **What questions should a copywriter ask a client?**

To win that valued client and to make sure you are able to generate business, it is important for a copywriter to ask these three questions:

Q1. What will be the basis on which the client will release payment? (explain industry standards or norms, before asking this).
Q2. What will the index be for measuring the productivity of the copywriting effort?
Q3. What is the style of writing required? Are you to concentrate on blogging or SEOs, social media copywriting, etc.?

Welcome to SlideTeam

SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.

In addition, SlideTeam compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.

With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries. Our team consists of professionals from Fortune 500 companies and Top Tier consulting firms involved in the process of researching and designing over a million slides that are available for our users on a subscription basis.

To Contact Us and set up a Live Product Demo join us here