

Agreement for Copywriting Services

Between: Helen McCrone (“I”, “me” or “writer” in this document)

And: [name] (“you” or “my client” in this document)

Why an agreement?

I’ll always do my best to fulfil your needs and meet your expectations, but it’s important to have things written down so that we both know who should do what and when, and what will happen if something goes wrong. I believe agreements like this should be easy to understand, so I’ve made sure this one uses clear language.

The project in short:

You, [name], as a representative of [company name], registered at [address], are hiring me, **Helen McCrone**, based at 256 Athens Drive, St Augustine, FL 32092, USA, and trading as Write for Business, to:

- **write content for**

My fee for the project is [\$xxx]. Details of the project are described in Appendix A, Assignment Details.

What do both parties agree to?

As my client, you agree:

- You have the power to enter into this contract on behalf of your organisation.
- To obtain from your client me everything I need to complete the project, including keyword phrases, when I need it.
- To review my work, provide feedback and sign-off within agreed timescales.
- To stick to the payment schedule described at the end of this agreement.

As the writer, I agree:

- I have the experience and ability to perform the services you need from me.
- I will carry this service out in a professional manner.
- I will respect the confidentiality of any information you or your client give me.

The service I provide to you

Website content

I will create text for as described in the assignment details section of this agreement. I will deliver the text as Microsoft Word documents.

Review round

Most clients require me to make some changes to the work I do for them. That's fine. However, as this is a fixed-price agreement, I do have to limit the time I spend rewriting and editing. Therefore, this agreement includes:

- Initial delivery of complete website content
- [No.] subsequent round of minor changes only, if required.

This applies up to the point where you sign off my work, begin using it on your live website, or ten business days after I have delivered my work, whichever is the sooner. After this point, the project is assumed to have been approved.

Important: You must understand that you have ownership of the content's accuracy once the website goes live, so I strongly recommend that you review carefully the content that I write. You should check for errors of fact, incorrect emphasis or significant omissions. Feedback is best given to me via email so that we have a written record.

Please understand that there [is/are] only [no.] review round[s]. If you want to make any additional changes after the review round/project is approved, or make any fundamental changes to content and style, you will be charged for that extra work at an hourly rate of \$xx.

Changes and revisions to a project

I don't want to limit your ability to make changes to this project. The price at the beginning of this agreement is based partly on the number of hours that I estimate I'll need to write the content for a standard website and to process your feedback after the review round. If you want to change your mind or add anything new, that won't be a problem as I'll provide a separate estimate for those additional hours.

This situation mainly occurs if a client decides to:

- redesign the structure of the website or the layout of the pages. For instance, changing the site map or adding extra pages.
- alter substantially the positioning, features or selling points of the products or services the text describes.

I will draw up a Change to Project Agreement detailing the additional work and the schedule & budget revision. Once you've signed this off, I can start working on the extra text.

Canceling this agreement

If you want to cancel this agreement, that's not a problem, but I will charge you for any work already carried out, including any desktop research, and for any expenses incurred.

Non-retainer basis

I am not being hired on a retainer basis, so you are not obliged to continue supplying me with content writing projects for a defined or undefined period. Likewise, I remain free to accept or reject any project at any time.

Deadlines

I will deliver a first draft copy on [date], provided all the necessary background material, including keywords, is delivered to me before [date].

I will deliver the final draft copy a [date] provided you give me feedback from the review round by [date].

I believe in hitting deadlines, but I can do this only with your help. So, I can't be responsible for a missed deadline if you or your colleagues have been slow to supply all the information I need, including feedback from the review, within the agreed timescales. Neither can I be responsible for deadlines missed due to circumstances completely beyond my control, like family emergencies, floods, war, acts of god and so on.

Further changes will obviously take extra time. We can agree deadlines for those together, but I'll do everything I can to meet your needs.

Payment terms

I make a living as a freelancer, so I'm sure you understand how important it is that you pay my invoices promptly. For a project of this size, I charge xx% upfront. The remainder of the fee is due at the end of the project, which is on acceptance of the final draft, OR 14 days after turning it in, whichever is sooner.

Displaying my work

I love to show off my work, so I reserve the right to display all aspects of my creative work and the completed website in my portfolio and on my website.

THE LEGAL STUFF

Copyright

I guarantee that the texts that I deliver to you are owned by me. I will retain ownership of those texts until you pay in full my invoice that relates to that text. As soon as I receive your money, the copyright to that text will be transferred to you and your client.

Liability

I'll carry out my work in accordance with good industry practice and at the standard expected from a suitably qualified person with relevant experience. That said, I can't guarantee that my work will be error-free and so I can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised me of them.

Your liability to me will also be limited to the amount of fees payable under this agreement and you won't be liable to me or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if I've advised you of them.

Transferability and validity

Just like a parking ticket, neither of us can transfer this agreement to anyone else without the other's permission.

This agreement stays in place until the project is completed. If for some reason one part of this agreement becomes invalid or unenforceable, the remaining parts of it remain in place.

Legal authority

We both agree that we'll adhere to all relevant laws and regulations in relation to our activities under this contract and not cause the other to breach any relevant laws or regulations.

Although the language is simple, the intentions are serious and this contract is a legal document under jurisdiction of the courts in Florida, USA.

Project details

This section contains specific information about the work I have agreed to do for you.

Project number:

Project description:

To write the content of (url address being [redacted]) as follows:

- 1 x page
- x
- x
- X

I'll endeavor to employ best SEO copywriting practices by blending appropriate keyword usage with useful and well-written content. Therefore, headings will be descriptive and contain keywords (provided by [redacted]), all words and phrases that would serve well as an internal link will be underlined, and a url address will be provided for all words and phrases that would serve well as an external link.

I'll deliver the content to you in Word format. I'll divide the text into sections that correspond to individual web pages. Each 'web page' will be supplied in a separate Word document to streamline the coding process.

I'll process feedback from you and your client during the revision round and return the finalized drafts.

Important notes

The content of **xxxxx** existing website will serve as material for the new content. In addition, the list of keywords and is to be made available to me before writing commences. I will not be required to do extensive desktop research or conduct interviews. However, a limited amount of desktop research or a couple of telephone conversations with xxxx may be necessary so that I gain a better understanding of the brief and/or the company's products and services.

Your client must check all the content for accuracy and may provide feedback and ask for changes as long as these changes do not change the scope of the project. The client must provide feedback within 10 business days of receiving the first draft.

Client's objectives

The objective of **xxx** is to have existing website content rewritten so that it is:

- **optimised for search engines**
- **shorter and punchier (just enough words to explain the products, highlight the benefits, and call the visitor to action)**
- **more reflective of its corporate culture and tone of voice (enthusiastic, upbeat, friendly but professional)**
- **adapted to its new webpage design templates**

Audience and tone

I will write in standard **American** English and use an **enthusiastic, friendly and professional** style that is easily understood by your customers (**B2B** style). Those customers are identified as **.....**

Signed by **Helen McCrone** on behalf of **Write for Business**:

Date:

Signed by [redacted] on behalf of [redacted] :

Date:

Everyone should sign above and keep a copy for their records.