

Project Agreement

<Date>

Dear _____,

Thank you for considering/agreeing to using my business writing/communications consulting services.

Project Scope

Objective:

Deliverables:

I will generate ideas and concepts and write all copy to achieve the objective and produce the deliverables. My services will include:

- a. Reviewing all background material;
- b. Reviewing in detail any competitor information available;
- c. Offering suggestions, ideas, concepts;
- d. All copywriting work;
- e. All revisions requested by you; and
- f. Coordinating my activities with you and your staff, including meetings.

Project Schedule

1. Materials to me by noon on _____
2. Outline of approach and content to you by noon on _____
3. Polished final draft to you by noon on _____

Project Approvals: I can rely on instructions and approvals from _____ both verbally and in writing.

Fee: \$ _____ plus any applicable taxes. This fee includes _____ meetings, minor expenses, brainstorming, idea creation, copywriting, research, review of materials, revising, editing, and all other work required to complete the project as described in Project Details above.

Revisions: Should any revisions be necessary, I will complete two rounds of revisions promptly and at no additional charge, provided they are (a) requested within 10 days of the date I submit the complete draft, and (b) do not represent a change from the original project scope.

Expenses: You will not be charged for any minor expenses incurred in the completion of this project, including phone, fax, Internet, and courier services. Should a major expense become necessary, I will get your approval in advance before incurring it.

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Invoicing: [As agreed, a down payment invoice for one-third of the total fee will be sent upon receipt of this signed agreement, and payment is due by _____ to avoid delays in the project schedule.] A final invoice will be sent to you within one week of the date the final draft is submitted, and payment is net 30 days. Should you cancel or place on hold the project for any reason, you agree to be invoiced for work completed to date.

Copyright: The copy for any creative concepts and copy I develop pursuant to this agreement shall automatically be transferred to you upon full payment for my services on this project.

Indemnity: You shall hold me harmless against any liability anywhere in the world, including liability arising from copyright infringement and libel, which results in any way from your use of my copywriting services and counsel on this project. I agree to work with your legal advisor to ensure copy complies with applicable laws and regulations.

I look forward to working with you on this project. If the above meets with your approval, simply sign it and fax it back to me at (612) 667-3375.

Yours sincerely,

Michael Kelberer

Client Approval: [Please sign and date and fax back to (612) 677-3375.]

Agreed. Proceed with this project as described above.

Authorized Signature

Print Name

Date