YOUR  
LOGO

**COMPANY NAME**

COPYWRITING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to provide copywriting services. We specialize in crafting persuasive, engaging, and brand-aligned content that connects with your audience and drives action.  
  
This proposal outlines our approach to delivering high-quality copywriting for [Client Name].

# Project Objectives

The primary goals are:  
  
- Develop clear, compelling copy tailored to target audiences  
- Support marketing, sales, and branding initiatives  
- Ensure consistent brand voice and messaging across all content  
- Enhance audience engagement and conversion rates

# Proposed Services

Our copywriting services include:  
  
- Website and landing page copy  
- Blog posts and thought leadership articles  
- Email marketing and newsletters  
- Social media content and captions  
- Product descriptions and sales collateral  
- Editing and proofreading of existing content

# Scope of Work

Scope includes:  
  
- Initial consultation to understand brand voice and objectives  
- Content planning and topic ideation  
- Drafting, revisions, and final delivery of copy  
- Collaboration with client for feedback and approvals  
- Ongoing content support as needed

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Briefing | Understand brand voice and plan content topics | [Start Date] |
| Content Drafting | Develop initial drafts for review | [Date] |
| Revisions & Approvals | Incorporate feedback and finalize content | [Date] |
| Delivery & Support | Deliver final copy and provide ongoing content support | [Completion Date] |

# Pricing

Estimated cost breakdown for copywriting services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Website Copy | Develop SEO-friendly website content | [Amount] |
| Blog Articles | Write in-depth blog posts and thought leadership content | [Amount] |
| Email Campaigns | Create engaging email sequences and newsletters | [Amount] |
| Social Media Copy | Craft captions and posts for social platforms | [Amount] |
| Editing & Proofreading | Review and refine existing content | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a professional copywriting agency dedicated to delivering content that informs, persuades, and converts.  
  
- Experience: [X] years in copywriting and content marketing  
- Expertise: SEO-friendly copy, brand storytelling, audience engagement  
- Mission: To help businesses communicate effectively and achieve their marketing goals through impactful copywriting

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Website copy overhaul for an e-commerce brand  
- Outcome: Increased conversion rates by 20% and improved customer engagement  
  
Testimonial:  
“[Your Company Name] crafted compelling copy that perfectly captured our brand voice and boosted our marketing efforts.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, balance upon content delivery.  
Service Scope: Includes content planning, drafting, revisions, and final delivery.  
Client Responsibilities: Provide brand guidelines, project briefs, and timely feedback.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this copywriting proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_