YOUR  
LOGO

**COMPANY NAME**

COPYWRITING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your copywriting needs. We create compelling, conversion-focused content that resonates with your target audience and aligns with your brand voice.  
  
This proposal outlines how we can help [Client Name] craft persuasive copy for your marketing, web, or campaign initiatives.

# Problem or Opportunity

[Client Name] requires clear, consistent messaging that drives engagement and action. Without professionally written copy, your brand risks sounding inconsistent or missing opportunities to convert leads.

# Proposed Solution

We propose a copywriting service that includes strategic messaging, tone of voice alignment, and high-quality copy for your specific needs (website, landing pages, ads, emails, etc.).  
  
Key Benefits:  
- Strong, consistent brand voice  
- Higher conversion rates and engagement  
- Professional, error-free copy

# Scope of Work

Our copywriting services include:  
  
- Initial consultation and briefing  
- Messaging strategy and tone definition  
- Writing and editing copy for selected formats  
- Up to [X] rounds of revisions  
- Final delivery in preferred format (Word, Google Docs, etc.)

# Timeline

Estimated schedule for delivery of copywriting services:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff Call | Discuss goals, audience, tone | [Start Date] |
| First Draft Delivery | Initial copy submitted | [Date] |
| Feedback & Revisions | Client review and feedback | [Date] |
| Final Copy Delivery | Approved and formatted copy delivered | [Completion Date] |

# Pricing

Breakdown of pricing by copy type or service package:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Website Copy (per page) | Home, about, service pages | [Amount] |
| Ad Copy | Google, Facebook, or other ads | [Amount] |
| Email Sequences | Automated or promotional emails | [Amount] |
| Landing Page Copy | High-converting lead page | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a team of experienced writers and marketers who specialize in persuasive, brand-aligned copy.  
  
- Experience: [X] years of writing for web, print, and campaigns  
- Services: Website copy, ads, email marketing, landing pages  
- Mission: To help brands communicate clearly and convert effectively

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Website copy refresh for e-commerce brand  
- Outcome: Bounce rate reduced by 20%, and conversions improved by 35%  
  
Testimonial:  
“[Your Company Name] nailed our brand voice and delivered a powerful copy that actually converts.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon final delivery.  
Revision Policy: Up to [X] rounds of revisions included.  
Ownership: Full commercial usage rights granted upon payment.

# Acceptance

To begin this copywriting engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_