Your logo

Example: Your Business Name

Proposal for Example: Client Name

Example: Website copy refresh (5 pages)

Proposal no.	Example: P-2026-001
Date	Example: 02 Nov 2026
Valid until	Example: 30 Nov 2026

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About this proposal

Example: I'm a freelance copywriter who writes website and email copy for small service businesses.

Example: You got in touch through my website, and we spoke on a call on 28 Oct 2026.

What you told me

Your situation

Example: Your website copy was written four years ago and no longer describes the services you offer today.

What you want to achieve

Example: Clear, up-to-date copy for five pages that explains your services in plain language.

Constraints

Example: New pages live before the end of December; the site runs on your existing website builder.

Proposed approach

- Example: Discovery: a call to agree goals, audience and tone (you and me).
- Example: First drafts: copy for each page in a shared document (me).
- Example: Feedback and revisions: you comment, I revise (you and me).
- Example: Final files: approved copy delivered, ready to paste into your site (me).

Scope and deliverables

Deliverable	Description	A	B	C
Example: Discovery call and brief	Example: One call and a one-page summary of goals and tone	✓	✓	✓
Example: Homepage copy	Example: Headline, sections and calls to action	✓	✓	✓
Example: About page copy	Example: Your story and approach	✓	✓	✓
Example: Services page copy	Example: One section per service	–	✓	✓
Example: Contact and FAQ page copy	Example: Contact text and up to 8 FAQs	–	✓	✓
Example: Questions by email after delivery	Example: Help with small wording changes	–	–	✓

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Three pricing options

	Option A: Essentials	Option B: Standard	Option C: Extended
Short description	Example: Core pages only	Example: Full site copy	Example: Full site copy with extra support
Deliverables included	Example: Discovery, Homepage, About	Example: All five pages	Example: All five pages, plus questions by email
Rounds of revisions	Example: 1	Example: 2	Example: 3
Delivery time	Example: 10 working days	Example: 15 working days	Example: 15 working days
Support after delivery	Example: None	Example: None	Example: 14 days of questions by email
Price	**Example: USD 660.00**	**Example: USD 1,200.00**	**Example: USD 1,480.00**
Tax (optional)	Example: not applicable		
Payment schedule	Example: see Payment schedule	Example: see Payment schedule	Example: see Payment schedule

Timeline

Milestone	What's delivered	Target date
Example: Discovery call	Example: Agreed brief	Example: 3 working days after acceptance
Example: First drafts	Example: Draft copy for all pages	Example: 8 working days after the call
Example: Final copy	Example: Approved copy files	Example: 15 working days after acceptance
Example: Client input needed by	Example: Existing brand notes and service list	Example: 06 Nov 2026

Payment schedule

Instalment	When it's due	% or amount	Currency
Example: Deposit	Example: On acceptance	Example: 50%	Example: USD
Example: Balance	Example: On delivery of final copy	Example: 50%	Example: USD

Assumptions

- Example: You send your existing brand notes and service list by 06 Nov 2026.
- Example: You give feedback on each draft within 3 working days.
- Example: One person on your side collects feedback and approves the final copy.

Out of scope

- Example: Design, images and uploading copy to the website
- Example: Blog articles and email newsletters

Anything not listed in the chosen option is out of scope. If you'd like to add it, I'll send a scope-change request with the cost and timeline before starting.

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Terms summary

Example: Full terms are in the attached agreement.

This proposal template is not a legal contract. Have a lawyer draft or review your terms.

Next steps and acceptance

To go ahead, reply to this email with the option you've chosen (A, B or C), or sign below.

Option chosen	[A / B / C]
Name	[ ]
Company	[ ]
Date	[ ]
Signature	[ ]

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