

## LETTER OF AGREEMENT [sample]

Below is a sample of a standard client agreement which outlines the terms and conditions for hiring P.D. Yoko's copywriting services. Please note that each Letter of Agreement is written specifically for the type of writing services requested.

---

[Date]

[Name]

[Title]

[Company Name]

[Address]

[City, State, Zip]

### ***RE: Copywriting for [Project Name]***

Dear [Name]:

Thank you for hiring P.D. Yoko to write [Project Name] for [Company Name]. The terms that we discussed are as follows. Please read this document through to insure that these are the terms that you agreed to. Then forward a signed copy of this agreement with via email, fax, or postal mail as your authorization to proceed. Please retain a copy for your files.

### **FEE**

The fee for the [Project Name], which includes [Scope of Work], is \$xx,xxx.xx.

We require a deposit of half the project fee with a signed Letter of Agreement, and we invoice the balance upon completion of the project. At this time, we only accept payments through PayPal, certified check or company check made payable to "P. D. Yoko." Invoices shall be issued through PayPal or via email.

### **DEADLINE**

You will have a first draft copy by [Day/Date] by 3:00 p.m. (CST). We do not miss deadlines, so if you have not received your copy on the date it is due; it is likely due to technical difficulties. Please call us immediately so we can resend it.

Please note that once we agree on deadlines, they are contingent upon receiving your authorization and deposit by [DATE]. In honoring commitments to other clients, we regret that we can't hold dates without payment.

### **REVISIONS**

One (1) set of revisions are included in the fee structure, unless these changes are based on a change in the assignment made after the copy is submitted.

All revisions must be assigned within 30 days of your receipt of the first draft of copy. After that, additional rewrites may be made at a fee to be negotiated separately from this agreement.

We make our best attempt to be available to make revisions. P.D. Yoko can turn around minor revisions in 2-3 business days, and major revisions may take longer.

**CAVEATS**

If you cancel or put the project on hold once work has begun, a kill fee shall be applied. Please the attached copy of our Kill Fee Schedule.

The fee quoted in this agreement is for copywriting, which we define as creating text for promotional material from content provided by the client. If additional research is required to create original content, an additional fee shall be quoted separately.

Background material sent to P.D. Yoko in preparation for copywriting assignments is not returned to the sender unless specific arrangements have been made with [Company Name] in writing prior to the project.

Although you are not required to do so, P.D. Yoko recommends that you send her a PDF of the [Piece] before [Printing/Sending], so she can review it, make sure the elements are positioned effectively, and make sure all revisions work effectively.

Also, although P.D. Yoko makes every effort to make your copy comply with the law, she is not an attorney. Therefore, it is your responsibility to submit all copy for legal review. You are also responsible for final proofreading of all the copy.

**RESULTS**

There are many factors in your marketing – product, market, price, list, demand, consumer preferences, major events – that P.D. Yoko cannot control. Therefore, while she can and does guarantee your satisfaction with her copy before you test it, she does not promise and cannot guarantee specific results.

**ONLINE TESTING**

Many clients like to “fine tune” landing pages and other online copy once it is posted. This fine-tuning is not included in the project fee. If you’d like P.D. Yoko to be available to tweak and refine your online copy once it is up and running, ask us about our Maintenance Program.

Thank you the opportunity to work with you.

Sincerely,

P.D. Yoko  
PDY:jms

---

**Authorization to Proceed**

I, the undersigned, have carefully read and reviewed the above Letter of Agreement and accept the terms and conditions defined herein. A deposit of [Amount] has been sent to P.D. Yoko via [Payment Method] along with this signed agreement as authorization to proceed with writing services for the scope of work.

SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

(print)

TITLE: \_\_\_\_\_