Project Proposal

Avery MarCom, Inc. • Amy M. Avery, M.A.Ed.
Freelance Healthcare Writers & Marketing Communications Consultants
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● *well-researched* ● *accurate* ● *on-time* ● *within budget* ●

date

Client: **Hometown Healthcare** Phone:
Project: **Website copywriting** E-mail:
Thoracic Group site
Address:

DRAFT/SAMPLE PROPOSAL

Comment [AMA1]: This detail serves a couple of purposes, but one is to put a specific (read, "accountable") person in the role of being my liaison.

Dear Name:
Thank you for requesting this project proposal for:

Website copywriting and editing for (Topic) Services Websites: approx. 20-30+ pages (TBD)
Primary Audiences: prospective patients, referring physicians
Secondary audiences: patients' family members, general consumers

Main Proposal: Work to be performed

- *Start-up Meetings and Coordination of initial drafts:* to determine tone, style, goals, and processes. Requiring more hours, if desired: coordination of meetings with IT team, internal staff and others for on-going analysis and streamlining of processes
- *Site map development*: to identify main pages and sub-pages, to ensure inclusion of major topics and streamline the process
- *Writing /editing*: includes any interviews, research, writing and two rounds of editing.
- *Hyperlinks:* to internal WebPages, external websites, ADAM, etc., as appropriate, and confirmation of working links before go-live, if requested.
- *Website review*/proofreading prior to going live.
- *Other:* All mileage, postage, U.S. long distance phone charges, supplies and related customary expenses are included within the estimate.

Comment [AMA2]: Clients don't always ask for this much involvement from a writer, of course. But I offer it broken out as a menu. It's a way make myself more valuable to them—whether they engage me for this or not.

Other optional components:

- *Project Management:* Coordination of internal (staff, physicians) input and review of copy, documentation of progress, handing off copy to hospital team for posting, and related
- *Photo/Graphics:* Review hospital's existing graphics library and recommend artwork, graphics and photos for pages, grouped in sets of 3-4 similar pages

Client will supply any available background information relevant to the topic(s), SEO words, internal interview subjects and contact information (phone, office manager and e-mail, when possible), and style guides, if available. Client will also confirm accuracy and relevance of final copy.

Should the scope of the work change dramatically due either to the client's reducing the project scope or increasing it to adapt to goals or challenges not yet identified, the client or I may request a revised proposal/estimate that better reflects such changes. Should the project be killed (cancelled) before completion, client will pay the writer for work done to date, at an hourly rate of $???. Any travel time is billed at day- or half-day rate. Rush jobs requiring a seven-business-day or less turnaround time will incur an additional charge of 10%. Net payment is due within 30 days. This document is void if not signed by both parties within 30 days.

Project (See more detailed descriptions above):	**Fee***
A. Start-up meetings and creation of initial webpage drafts for review	*$x to y (Range of fees)*
B. Development of site map	*Set fee*
C. Copywriting of new pages, 200-300 words each	*Per page*
D. Editing, revising current pages	*Per page*
E. Patient testimonials	*Set fee per*
***F. Optional:* project management**	*$???/hour*
***G. Optional:* graphic/art/photo review**	*$???/page set*

*Fees are adjusted downward for project components that require less time than anticipated

Thank you for the opportunity to assist you with this project. ***I can begin work immediately upon receipt of a signed copy (scanned or printed) and 50% payment.*** *I look forward to working with you.*

Comment [AMA3]: I waive a deposit for current clients. I always require it for rush jobs for new clients.(If they're in a rush, they can figure out how to get the cash to me in advance—and they do.)

_____ _____
name, title *date* **Amy M. Avery, M.A.Ed., Freelance Writer** **date**