

Coastal Copy

Agreement for services

Date: [date]

Between me: [your name] (“I”, “me” or “writer” in this document)

And you: [client name] (“you” or “client” in this document)

Introduction

As a copywriter, I’m highly allergic to that stuffy, “herewithin” nonsense language you’d usually associate with a contract. So for your benefit and mine, I’ve made this one dead easy to understand.

Having said that, if anything is unclear, ask me. I’ll be happy to clarify.

Project summary

You ([client name]) are hiring me ([your name]) to [assignment] for the total price of £[total] as described in our previous communications.

What do we both agree to do?

As my client, you agree:

- You have the power to enter into this contract on behalf of your organisation.
- To provide me with everything I need to complete the project, when I need it.
- To review my work, provide feedback and sign-off within agreed timescales.
- To stick to the payment schedule described at the end of this agreement.

As the copywriter, I agree:

- I have the experience and ability to perform the services you need from me.
- I will carry this service out in a professional manner.
- I will respect the confidentiality of any information you give me.

The service I provide to you

I will create copy and/or articles for you as described in the *assignment details* section of this agreement.

I will deliver the copy as a Microsoft Word document.

If your project involves complex web pages, I will include annotated screenshots or use clear descriptions so you can see where the copy should sit on the page.

Changes and revisions

As the entire universe knows, a copywriter is always right when it comes to words. But should you feel the need to make any amends to your copy, you've got two rounds FREE on me. After all, the copy belongs to you. And if you're happy, I'm happy. This agreement therefore includes:

- Initial delivery of a complete copy document.
- Two subsequent rounds of changes, if required.

This only applies up to the point where you sign off my work, publish it or begin using it on your live website.

This next bit's important. Make sure you are completely happy with the work described in the *assignment details* section before you sign this agreement. The *assignment details* may not be changed once this agreement is in place and any edits or rework must take place within the scope of what's described there.

The reason for this is that changing the *assignment details* can create lots of extra work for me, particularly if I have already spent time on the project. This is not budgeted for in the cost I give you.

The main circumstances in which this situation is likely to occur is if you:

- Decide to redesign the structure of your website or the layout of the pages themselves. For instance, changing the site map or adding extra pages.
- Substantially alter the positioning, features or selling points of the products or services the copy describes.

It is best for both of us if I don't start work until these items have been agreed.

Copyright

When I have received full and final payment as described in this agreement, copyright of the work I produce is automatically assigned to you. You can then use the work however you wish.

However, until final payment is received, copyright of the work remains with me.

Deadlines

Hitting deadlines is my thing, but I can only do it with your help. I can't be responsible for a missed deadline if you've been late with a down payment, slow to supply materials or not provided feedback to agreed timescales.

I also can't be responsible for deadlines missed due to circumstances completely beyond my control, like family emergencies, floods, war, acts of god and so on.

If this agreement is signed and I have received your down payment by **[date]**, I will deliver first draft copy by **[date]**.

Further changes will obviously take extra time. We can agree deadlines for those together, but I'll do everything I can to meet your needs.

Payments

I make a living as a freelancer, so prompt payment is important to me. To help make sure we stay friends, you agree to stick to the following payment schedule:

The total cost of the work is: **£[amount]**

I will invoice for an initial down payment of **£[amount]** once this agreement has been signed. I won't start work until I receive this payment.

I will invoice for the remaining balance of **£[amount]** once the work has been completed.

If I have not received any feedback or comments within five working days of submitting work to you (at any stage - the initial draft or subsequent edits), I will assume you are happy the work has been completed and will invoice for the remaining balance.

I'm not registered for VAT and my payment terms are 15 days. Please pay on time!

Cancelling this contract

If you wish to cancel this agreement, I will retain your down payment and you may be required to make an additional payment to cover the work I've done. This 'kill fee' (not as dangerous as it sounds) will be based on the percentage of the project completed.

[or:]

If you wish to cancel this agreement, you will be responsible for payment of the total cost of the project described under *payments*, above.

Legal stuff

I will do my best to ensure all facts and statements in my work are true and that it doesn't infringe upon any copyright or other right of a third party.

However, I can't be liable to you, or any third party, for damages, including lost profits, lost savings, complaints, claims, litigation or other incidental, consequential or special damages which arise regarding this assignment.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

You cannot transfer this contract to anyone else without my permission. This contract stays in place and need not be renewed.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of English courts.

(Ok, that's the trickiest bit over with.)

Assignment details

This section contains specific information about the work I'm going to do for you.

If I sent you an initial proposal it's probably copied from that, but please read it carefully again. You can't be too careful.

The assignment

[insert]

Important notes

[insert any items specific to this piece of work]

Audience and tone

[insert any items specific to this piece of work]

Sign here, please

Here's the dotted line. By signing below, you agree to the terms of this contract.

Writer:

Signed by: [name]

Signature:

Date:

Client:

Signed by: [name]

On behalf of: [company]

Signature:

Date:

Make sure you keep a copy of this document for your records. I'm looking forward to working with you.