

SeshatCDG

## Freelance Writing Proposal: Content Creation

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## Meeting Your Needs

You need more than just random website visitors to distinguish your brand from your competitors; you need an engaged, growing audience. High-quality content, created and added to your website on a consistent basis, will give you the tools needed to build a following of interested prospects and make more sales. Content creation services will help you to:

- Create fresh, compelling content to establish your authority as a leader in your niche
- Gain credibility among your visitors, entertain them, and persuade them to buy
- Build a list of interested prospects and communicate with them intimately via email

Without a collection of high-quality content and an intelligent strategy to publish it, you risk losing its prospects' attention – and their business – to more engaging competitors.

## Delivering Results

Here's what I will deliver to help you build a thriving online following:

- **A long-term content creation plan to engage prospects** – Attention is the most valuable online currency. I'll plan out how to create the consistent content you need to gain that attention, maintain it, and expand it to reach new prospects.
- **Compelling, consistent content to build your credibility and prospects' trust** – To create profitable long-term relationships with your prospects, you need content that stands out time and time again. I will deliver that content for you.
- **A list of leads that eagerly awaits your emails and responds to your promotions** – Communicating with your prospects via email is a great opportunity to amplify their interest to do business with you over time. I'll build your prospect list for you using emails, carefully balancing their content between delivering value and making offers.

## Recommendations for Your Company

Working with me will allow you to obtain the quality content and strategy you need to overcome the challenges described above. If hired, I'll break the project down into the following content creation services:

### Development of a Long-Term Content Creation Plan

I'll start by analyzing your current content and how you're distributing it. Then, with your unique needs in mind, I'll create a detailed strategy to give your prospects a stream of fresh content so you can gradually build authority in your niche.

### Launching an Email Marketing Campaign to Build a List of Prospects

I'll craft a series of messages to send to your email subscribers. Each email I write will be designed to build your prospects' trust and gradually persuade them to do business with you over time.

### Ongoing Content Creation and Publishing

I'll put my long-term content strategy into action. I will create top-quality content for you according to my publishing schedule. Then, after I proof each piece of new content, I'll publish it on your website so you can engage new visitors.

## Your Investment (Expires 5/19/17)

Service Item	Cost
<b>Building Visitor Engagement Through Quality Content Solution</b>	\$
<ul style="list-style-type: none"><li>• <b>Creation of long-term content strategy</b> – I'll take a look how you're using content currently, identify opportunities to expand your authority in your niche, and create a plan to systematically exploit those opportunities with new content.</li></ul>	120
<ul style="list-style-type: none"><li>• <b>Launch of email marketing campaign</b> – I'll write a series of messages to send to your email subscribers in order to keep them engaged and eager to buy from you.</li></ul>	300
<ul style="list-style-type: none"><li>• <b>One year of ongoing content creation and publication</b> – I'll create fresh content and publish it regularly to keep your website visitors coming back for more. I include 12 months of service with my content strategy package, and extensions are available at a negotiable rate.</li></ul>	850
<b>Total</b>	<b>\$ 1270</b>

## Why Choose Me?

You need to establish long-term relationships with your customers in order to generate consistent revenue and allow for long-term growth. I create the high-quality content you need to build those valuable relationships, and I publish it strategically to make the most impact on your website visitors. Here's why I can help you achieve your goals better than any other content creation agency:

- **I write for people, not search engines** – Many online content creators produce boring, robotic-sounding content in an effort to appease search engines. I understand traffic is useless if that traffic isn't engaging, so I focus on creating content that engages the most people at the deepest possible level.
- **I possess a wide range of knowledge, experiences, and writing styles** – I have the tools I need to create whatever type of content you desire, and to do so in a writing style that meshes well with your businesses' voice.
- **I offer free rewrites until you're 100% satisfied with every piece of content I create** – I believe that when you communicate with customers, the quality of those communications is paramount. So, if I write something you aren't completely happy with, I'll be glad to rewrite it for you at my expense.

## Project Timeline (Sample)

If you hire me to create the content you need to build long-term relationships with your customers, our timeline would resemble the following:

Phase	Activities	Completion
<b>Development of Long-Term Content Creation Plan</b>	I will analyze your content strategies and create a long-term plan to boost visitor engagement at your website.	04/07/16
<b>Launch of Email Marketing Campaign</b>	I will create and send a series of messages to my email leads to build credibility and persuade them to become customers.	04/21/16
<b>Ongoing Content Creation and Publication</b>	I will create and publish compelling content to your website for 12 months in order to build a following there and establish your authority within your niche.	03/31/17

## Next Steps

As outlined in the Investment section, my pricing is valid until May 19, 2017. To take advantage of this proposal and proceed with the project as outlined, your next steps must be to:

- Accept the proposal as-is
- Discuss desired changes with me
- Finalize and sign the contract
- Submit an initial payment of 50 percent of total project fee

Once completed, I will contact you to schedule a project launch meeting to make introductions and gather information before beginning the work.

I am happy to make changes to project scope on your request at any time, but may be subject to additional billing.

## Terms and Conditions

Once the project fee is paid in full to me, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to you for inclusion in your website are owned by you.

I assume you have permission from the rightful owner to use any code, scripts, data, and reports that are provided by you for inclusion in its materials, and will hold harmless, protect, and defend me from any claim or suit arising from the use of such work.

I retain the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of you and I. Regardless of the place of signing of this agreement, you agree that for purposes of venue, this contract was entered into in CALIFORNIA and any dispute will be litigated or arbitrated in CALIFORNIA.

The agreement contained in this contract constitutes the sole agreement between you and I regarding all items included in this agreement.