AJW | **PROJECT PROPOSAL**
A. JAMES WRITING

March 17, 2016

Amber James
503-236-3826
amber@ajameswriting.com

Client
Big Law Firm

Point of Contact
Dan Awesome

Deliverables

- Write website content | $5,250
  - Provide page navigation direction
  - Includes interview(s) and research
- Write brochure (repurpose website content) | $1,250
- Edit and fine-tune existing brand brief | Included
- Write four attorney profiles | $300 each
- Edit PowerPoint presentation (repurpose website content) | $350

Understanding

The purpose of writing and editing the content for Big Law Firm is to let the company's personality show. While the subject of patent and copyright law may be underwhelming, Big Law Firm is not. The new and refreshed content will reflect the uniqueness of the firm, and the depth of your knowledge of your work, thus setting you apart from your competitors.

Process

1) **Research**
   - Reading through existing materials and will include an interview with Dan and/or another member of the team.
2) **Writing**
   - Pre-pages: Before digging in too deep, I'll write a few web pages to make sure we're capturing the brand voice, key messaging, and working well with the design.
   - Digging in: Once I've received feedback and made changes, I'll write a few pages at a time and send to Dan for review as the batches are completed.
3) **Review**
   - Edits: Once I receive the edited pages, I'll revise as you continue to review new batches. It should be a seamless rotation.
   - Timeline: Ideally, once we're in the rotation, each section would take no more than a few days to complete. This is what it will look like:
     Write → Review → Edit → Review → Final Edit

Proposed Schedule

- Proposed project kick-off date: Tuesday, March 22, 2016
- Research: March 22-25
- Pre-pages submitted: March 31
- Pre-page feedback received: April 7

- Re-write/review rotation begins: April 12
- Estimated completion date: April 27

Total Project Estimate: $8,550

Payment Terms

Two invoices:

- Half billed on kick-off date
- Half billed after work completed, but before submitted