



AJW
A. JAMES WRITING

PROJECT PROPOSAL

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Amber James

503-236-3826

amber@ajameswriting.com

Client

Brand Brand

Point of Contact

Andy Whazzisname

Deliverables

- White paper (2)
- Case study (2)
- Blog post (2)

White Paper Estimate: \$6,250 each | \$5,825 for each additional when 2+ purchased

- Includes:
 - Interview(s) with up to 2 subject matter experts identified by client (recorded and transcribed)
 - 2 rounds of revisions

Case Study Estimate: \$1,800 each | \$1,625 for each additional when 2+ purchased

- Includes:
 - Interview(s) with up to 2 contacts (end customer, integrator, and/or consultant) identified by client (recorded and transcribed)
 - 1 round of revisions

Blog Post Estimate: \$350 each

- Includes:
 - 1 subject matter expert interview identified by client (recorded and transcribed)
 - 1 round of revisions

Total Project Estimate: \$16,200

Payment Terms

- White Papers
 - Half billed on kick-off date of each
 - Half billed in advance of final version being submitted
- Case Studies
 - Full amount billed on kick-off date
- Blog Posts
 - Full amount billed on kick-off date

**This proposal expires after 10 business days. After that time, if you'd like to move forward with the work, the proposal may be subject to changes.*