

A brief introduction



My name is Chris Crossland and I am a freelance all-media copywriter and marketing communications specialist.

I've been providing commercial copy, ideas for business development, and a range of other marketing related services for more than 25 years. In those early days the marketing toolbox included little more than direct mail, advertising and print collateral. But things have changed and the pace of that change is relentless.

For example, over the past 5 years the move to mobile platforms has dramatically changed how companies and organisations are developing personalised communications across all media. But intriguingly, there are still thousands of business owners who think all you have to do is shout loud enough for long enough to get an order.

Never before has there been the need to manage so many channels of communications and that's where working with Simply Great Copy can help.

Simply Great Copy provides strategic and tactical advice, copy and content for the following:

- website and web pages
- landing pages and PURL's
- blog posts and specific content for forums
- ad words and digital banner advertisements
- email promotions and sets of auto-responders
- trade and consumer advertisements
- postcards
- sales leaflets and brochures
- sales letters
- product and service information flyers
- press releases
- internal and external newsletters
- case studies and white papers
- simple and complex direct marketing campaigns
- marketing and communications plans
- bridging strategies
- in-house marketing training

In addition, I have years of experience of liaising with printers, graphic designers, illustrators, editors, art directors, photographers, sound specialists, radio and television editors, front and back end web developers, list brokers, mailing and fulfilment houses, and creative agencies.

I'm happy to work under your NDA and on payment of my invoice the IP and copyright are fully transferred.

How do we work together?

1. I will send you an estimate which unless the project changes dramatically will be the same as the total invoice value. Any additional costs that have to be incurred will only be added after approval has been confirmed.

2. The estimate will cover fees for:

- any required meetings with the client
- research, and thinking time
- initial concept / solution development
- solution outlining and development
- writing, editing, proofing
- revisions
- coordination with external creative resources such as web developers and graphic designers

3. There will be revisions and that's fine – there is no limit as long as we are both working to the original brief.

4. I'm happy to work remotely or within an organisation. Briefing can be online, on the end of a telephone, or in person.

Billing

Substantial Projects are typically billed in three parts:

- 1/3 - Initial deposit to get the project started
- 1/3 – Due on submission of first draft
- 1/3 – Due on completion of project

Small jobs may be handled in two payments or one final payment if terms are agreed.

Larger organisations will be offered 30 day terms where appropriate and if working on medium term contracts, but SGC reserves the right to issue interim invoices to cover incidental expenses. This will only occur when the client has approved the interim invoice in writing.

Copywriting Fee Schedule Nov 2014

This handy copywriting fee schedule is designed to give clients, designers, web developers, printers, and creative services agencies a ball park cost for copywriting and related services. These costs are based on work that has been recently completed and reflect the average costs charged over the last few years.

If you need a fixed and accurate costing send details to chris@simplygreatcopy.com or call direct on 07828 019 308

ADVERTISEMENTS (offline)	
Full Page Advertorial	£450 - £700
Print ad, direct mail ad half to full page	£500 - £800
Print ad, direct mail ad quarter page or less	£350 - £600
Classified ad	£100 - £150
Yellow pages or Directory Display ad	£150 - £250
Print ad Trade Journal	£350 - £500
ADVERTISEMENTS (online)	
Banner ad	£125 - £350
Single PPC ad	£25 - £90
5 x PPC	£100 - £350
E-mail newsletter or e-zine ad	£130 - £350
ADVERTISEMENTS (broadcast)	
Radio ad	£350 - £550
Television Commercial with 2 concepts	£600 - £1000
ARTICLES AND NEWSLETTERS	
Short article (400 to 1200 words)	£130 - £500
Long article (1200 to 2500 words)	£300 - £750
E-Newsletter	£350 - £750
Feature article (2500 to 4000 words)	£500 - £1000

BROCHURES AND FYLERS	
Corporate brochure A4 per page	£150 - £270
Direct mail brochure	£500 - £2100
DL Flyer per page	£45 - £95
A5 Sales Leaflet per page	£75 - £140
A4 Product information sheet	£140 - £210
CASE STUDIES	
Article format (500 to 1000 words)	£225 - £450
Summary single page format	£225 - £300
Mini white paper or special report	£450 - £1400
White paper per page	£290 - £350
SPEECHES	
Elevator	£99 - £150
Executive 20 to 30 minutes	£800 - £1200
WEB PAGES	
Site Map	£300 - £400
Home Page	£150 - £250
Landing Page short copy	£140 - £210
Landing Page medium copy	£170 - £280
Landing Page long copy	£280- £550
10 page website including site map and key words	£1500 - £2000
SEO COPYWRITING	
Keyword research per product or service	£300
Integrating keywords into existing copy per page	£90 - £140
SALES PROPOSALS/PRESENTATIONS	£500 - £900
COMPANY STRAPLINES/POSITIONING STATEMENTS	£500 - £1400
STRATEGIC AND TACTICAL MARKETING PLANS	£800 - £2000

Terms and Conditions January 2015

Simply Great Copy Ltd (SGC) services will include some or all of the following to complete the task

- Reviewing background materials
- Reviewing any competitor materials if appropriate
- Draft copy
- Coordinating with others as required
- Any research, meetings, and interviews required
- Offering suggestions, ideas, concepts and approaches
- 3 revisions unless change in brief
- Final Copy

Fee

The fee includes meetings, minor expenses, research, interviews, thinking, writing, rewriting, revising, editing, and any other items agreed upon and confirmed.

Revisions

All revisions will be completed promptly and at no additional charge. This is provided such revisions are assigned with 60 days of your receipt of copy and are not based on a fundamental change in the project.

Expenses

You will not be charged for any minor out of pocket expenses required to complete this project. In the unlikely event a chargeable expense becomes necessary, you will be notified in advance for approval.

Invoicing and Cancellation

Jobs are typically billed in three parts: 1/3 - Initial deposit to get the project started 1/3 – Due on submission of first draft 1/3 – Due on completion of project. Small jobs under £500 may be handled in two payments. All invoices are on 14 day terms. All bad debts will be pursued. Should you cancel or place the project on hold for any reason you will be invoiced for all work undertaken to date.

Error and Omissions and Indemnity

SGC will make every effort to ensure copy is free from errors and omissions –including errors in spelling and content – but cannot warrant this. It is suggested that you review all copy thoroughly before committing this project to offline or online production, especially when dealing with technical or professional terminology. You as the client shall hold me harmless against any liability anywhere in the world, including liability arising from copyright infringement and libel that result in any way from your use of my copywriting services and counsel. You agree to indemnify me against any claim for compensation or damages brought about as a direct or indirect consequence of the work I do for you and/or your organisation. It is the sole responsibility of the client to ensure that all statements, claims, promises, information on said product or service, and guarantees are upheld in accordance with the laws of England and Wales. No claim for compensation or disbursement due to loss of earnings or any other detrimental effect to your business can be made against SGC or Chris Crossland

Computer Viruses

SGC uses the current version of Bulldog VirusScan and scan all files before sending copy by email or CD-ROM. Although this is robust virus protection, SGC cannot guarantee files will be virus free.

Copyright and IP

The copyright and all IP rights for any ideas, creative concepts or copy SGC develops shall automatically be assigned to the client upon full payment of applicable invoice.

Clinet Reviews

"Chris is a fantastic person to work with. His attention to detail is faultless and he has the energy to move each project along quickly. I have referred him to other clients of mine and they have all raved about him. I am more than happy to recommend Chris. He is a valued asset to any project team."

Phil Healy, Managing Director, Distinct Solutions Limited

"Chris is a highly perceptive consultant who quickly grasped the essence of our business and was able to offer us valuable support and advice. We look forward to working with him on an on-going basis."

Siobhan Ridley, Marketing Director, isbi Schools

"Chris Crossland is what I can only refer to as a Business Communications Guru. With a wealth of experience behind him, he has a phenomenal ability to help businesses say exactly what needs to be said, so the audience (i.e. clients/customers) get it. A marketer at heart, his passions coupled with his creativity brings words to life in all manner of business settings. On a personal level, Chris has great insight and has a way of speaking words that energises one to life."

Gladys Famoriyo, CEO, Success Partners LTD

"Chris provided valuable and informative information about The Magnificent Seven rules of running a successful business at our Self Employment Industry Awareness Event for Service leavers. Clients welcomed his advice and found him very inspirational and motivational."

Gemma Simpson Information & Research Co-ordinator Career Transition Partnership

"Chris is a trusted professional who delivers exactly what he says... Simply Great Copy. I confidently refer Chris to my clients knowing that he will ask pointed but useful questions to ensure he conveys the message the client is wanting and often more so. It is great to have someone like Chris in my professional network."

Debbie Pepler – Peptalk llp

"Chris Crossland of Simply Great Copy has a knack of effortlessly capturing, in words, the essence of a business or person with an accuracy which is astounding. So if you want the content of your marketing material to be clear, professional and inspiring, talk to Chris."

Vanessa Ugatti – Watch Out World

"In our experience, Chris is unique and Simply Great Copy is the byword for excellence in this field. He has the ability to rapidly and comprehensively understand whole areas of business that are new to him. Through careful analysis of the whole marketplace he is able to envisage entirely fresh approaches to positioning which sets his clients apart from their competitors."

Johnny Aisbitt - Archway Resilience Ltd

"Chris is a joy to work with. Totally professional, and utterly reliable. He asks searching and intelligent questions, is perceptive in challenging and assessing your needs and produces material on time and to a very affordable price. I would have no hesitation in recommending him to anyone. Hire him. You won't regret it."

Melanie Latham - Affinity Architects

"I worked with Chris for a number of years and always found him to be diligent, reliable, professional and very easy to get along with. Anyone can be confident that the services Chris provides are of excellent quality and I would suggest it is well worth listening to any of the expanded ideas he helps to create in order to further your business."

Justin Holsgrove - Contract Personnel Australia

"Chris is a highly experienced marketing professional who can add value to any business with strategic and practical solutions to commercial problems."

Daniel Moore - Celebrity Speakers Ltd

Chris has a wise head and knows an enormous amount about marketing in the modern (electronic) age. With a very practical outlook on life Chris can provide an excellent sounding board to help assess new ideas and has a superb knack of being able to keep everything in its correct perspective. It was a great pleasure to work with Chris - he is the sort of person who can create 'light-bulb' moments from simple conversations and I found these to be highly rewarding. I can highly recommend him to any organisation that he would wish to work for.

Gregory Moor-Resource Planner/Analyst at CTC Aviation Group Limited