

COPYWRITING SERVICE AGREEMENT & REVISIONS POLICY

CREATIVE SCOPE, 2-ROUND REVISIONS PROTOCOL, INTELLECTUAL PROPERTY & PAYMENT SCHEDULE

COPYWRITER / STUDIO: _____ CLIENT COMPANY: _____ AGREEMENT DATE: ____/____/20____
PROJECT TITLE: _____ DELIVERABLE TYPE: ☐ Web ☐ Email ☐ Sales INITIAL DRAFT DUE: ____/____/20____
TOTAL PROJECT FEE: \$ _____ DEPOSIT (50%): \$ _____ FINAL BALANCE: \$ _____

1. CREATIVE SCOPE OF WORK & PROJECT DELIVERABLES

Copywriter agrees to deliver bespoke commercial copy specified in the project brief. Scope includes audience research, messaging hierarchy, headline formulas, body copy, and call-to-action (CTA) frameworks. Any additional pages or deliverables outside original brief require a written change order.

2. STRICT 2-ROUND REVISIONS POLICY & FEEDBACK SLA

Project fee includes exactly two (2) consolidated rounds of editorial revisions. Client must compile all stakeholder feedback into a single marked-up document within seven (7) business days of draft receipt. Revisions requested beyond 2 rounds are billed at Copywriter's standard rate of \$ _____ / hour.

3. INTELLECTUAL PROPERTY & STATUTORY COPYRIGHT TRANSFER

All statutory copyright ownership and commercial reproduction rights in the final approved copy transfer exclusively to Client upon full, final receipt of total project fee. Copywriter reserves the right to showcase excerpts in professional marketing portfolios, case studies, and awards.

4. PAYMENT TERMS, LATE FEES & KILL FEE POLICY

A non-refundable deposit of 50% is required prior to project commencement. The remaining 50% balance is due within 14 days of final copy delivery. In the event Client cancels project after draft commencement, Client forfeits deposit and agrees to pay a 25% kill fee for work performed.

5. CLIENT RESPONSIBILITIES & ASSET SUBMISSIONS

Client is solely responsible for timely provision of brand guidelines, product specifications, legal disclaimers, and factual claims. Any claims regarding performance, health, financial earnings, or compliance remain solely the legal responsibility of Client to substantiate.

6. CONFIDENTIALITY & GOVERNING JURISDICTION

Both parties agree to protect and maintain confidential all non-public business strategies, customer lists, and financial figures disclosed during the engagement. This Agreement is governed by the laws of the State of _____.

BINDING LEGAL EXECUTION & ACCEPTANCE OF COPYWRITING AGREEMENT:

Client Authorized Signature: _____ Copywriter / Studio Signature: _____
Date Signed: ____/____/20____ Date Signed: ____/____/20____