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Proposal

PRESENTED BY REBEKAH MAYS OF THRIVE COPYWRITING
THRIVECOPYWRITING.COM

JUNE 2 2022



Dear [Prospect],

Thank you so much for the conversations and email exchanges we've had the last few weeks, and for the opportunity to share this proposal with you. I'm truly inspired by [your company's] work — and how for more than four years you've been dedicated to distributing a product that has such a positive impact on the planet.

I know you've been thinking about the quality of your content — and especially how to tell the story of your sustainability efforts through compelling content you can re-use on multiple platforms. It's fantastic you've been investing in SEO, and I agree that raising the quality of your content is a necessary next step, both for the experience of your readers and your marketing results.

Collaborating with your brand on this project is the perfect fit for what I do. I've been writing digital content for 10 years, and have been advising organizations on their content strategy for the past 4 years. During this time, I've helped businesses grow by elevating their content strategy, sales messaging, email marketing strategy, and more. My mission is to help you create content you're proud of, but that also gets the results you need to keep growing.

- *Rebekah*



OBJECTIVE FOR AN INITIAL PROJECT

Analyze existing website content assets to determine which content is working, and which content needs to be updated or archived.



The solution

For this early stage of our collaboration, I recommend we start with an initial project. A content audit will provide us what we need to determine what's working from a metrics perspective, and what might be cluttering your site. An added benefit is that we'll uncover content that can be updated and repurposed, reducing the number of new pieces your SEO team needs to publish.

OPTION 1: STARTER SITE CONTENT AUDIT

If budget is a primary concern, we can start small with an analysis of your **top 10 content pages**. (See next page for deliverables).

OPTION 2: STRATEGIC CONTENT AUDIT

If you're interested in something more comprehensive, I'd recommend the strategic content audit, which includes a total of **40 content pages**. I'll get a more complete understanding of your content and uncover more opportunities for content repurposing.

OPTION 3: STRATEGIC CONTENT AUDIT + 2 BLOG UPDATES

Option 3 includes the strategic **content audit from option 2**, as well as **2 blog updates**. The 2 blog updates will consist of rewriting posts that have decent traffic but could use some work in terms of writing, layout, or other factors.

Note that your site has 100+ content pages. If we continue collaborating after this project, it will be important to audit additional batches of pages in the future.

Timeline & Process

Sample timeline for Option 3 (exact dates will be agreed on together)

01

AGREEMENT & DEPOSIT

You let me know which option you'd like, and I send over my agreement and an invoice for the deposit (1/2 of project total). When these are signed & received, your project will be confirmed!

JUNE 9

03

AUDIT PROCESS

I'll start working on the audit, analyzing each of the agreed pages and documenting my recommendations.

JULY 7 - 28

05

BLOG UPDATES

I'll rewrite and refresh the two blogs. I'll also include my recommendations on how to promote the blogs so that they get some new SEO traffic.

AUGUST 2 - 11

02

KICK-OFF CALL

We'll start with a kick-off call, where we'll agree on the pages to be audited, and align on other key points.

JULY 1

04

PRESENTATION

I'll present the findings of the audit to you and anyone you'd like to hear them, and answer any initial questions! At this stage, I'll suggest which 2 blog posts should be reworked as part of the project.

AUGUST 1

06

BLOG HANDOVER & NEXT STEPS

I'll send you the blog updates, and at this stage our project will be complete. The second half of my project fee will be due. We can also discuss next steps and future collaboration possibilities!

AUGUST 12

About Me

I'm Rebekah Mays, the founder of Thrive Copywriting. As an award-winning copywriter and content strategist, I help climate-conscious brands elevate their content marketing.



With 10 years of experience writing digital content, and over four years offering my content strategy help to organizations, I've turned my attention to elevating climate-conscious brands like [your company].

Specialties:

- Strategic analysis & prioritization
- Digital content writing
- Search Engine Optimization content writing
- User experience copywriting
- Email onboarding & newsletters

Certifications & awards:

- Certified SEO & UX Copywriting Specialist. Trained in SEO by Russ Henneberry, co-author of *Digital Marketing for Dummies*.
- Winner of the \$5K "SEO Magnet," 2022 (American Writers and Artists Institute)
- Winner of the \$2K sales letter challenge, 2019 (AWAI)

Marketer Anne Handley says that "everything the light touches is content." I agree! I love working with brands over a longer period so that over time, we can make sure every customer touchpoint provides great value and an excellent user experience.

Scope & investment

OPTION 1: STARTER CONTENT AUDIT

- Spreadsheet with high-level recommendations for **10 content pages**
- 1-page summary of findings & recommendations
- 1-hour kickoff call & 1-hour final presentation call

Investment: \$X

Time estimate: ~3 weeks

OPTION 2: STRATEGIC CONTENT AUDIT

- Spreadsheet with high-level recommendations for **40 content pages**
- 1-page summary of findings & recommendations
- 1-hour kickoff call & 1-hour final presentation call

Investment: \$Y

Time estimate: ~4 weeks

OPTION 3: STRATEGIC CONTENT AUDIT + 2 BLOG POST UPDATES

- Spreadsheet with high-level recommendations for **top 40 content pages** (or content pages of your choice)
- 1-page summary of findings & recommendations
- 1-hour kickoff call & 1-hour final presentation call
- Strategic rewrite for 2 blog posts
- Blog distribution recommendations

Investment: \$Z

Time estimate: ~6 weeks

**For all projects, 50% of the investment is due upfront, and 50% is due upon completion.*

This pricing expires 90 days after proposal submission.

Samples

Strategy

You can get a great feel for how I think about SEO and content strategy in this piece I wrote for my newsletter. There is a technical side to SEO, but effective SEO content is so much more than that!

[Newsletter: 5 tips for a profitable SEO strategy.](#)

Long-form SEO content writing

I wrote this piece as part of my SEO copywriting certification. The piece is designed to draw large amounts of organic, qualified traffic to the publishers' site (awai.com). For my work, I was awarded a perfect score and \$5,000.

[SEO Magnet: How to write SEO content for websites](#)

Sustainable e-commerce email onboarding

I've been working with a small sustainable fashion e-commerce brand on their email onboarding. Here, you can see copy for one of the emails in our welcome series ("email 2"), as well as copy for the first newsletter issue ("email 3")

[Email onboarding & newsletter: Alter X emails](#)

Additional samples

Want to see more? You can find additional samples in my [Contently portfolio](#).

Testimonials

The people I've worked with can vouch for my professionalism, creativity, and strategic thinking. Here's what they've said about collaborating with me.



"A BIG PART OF OUR SUCCESS IS BECAUSE OF HER"

"Rebekah is very focused and has a high level of self-motivation. While usually exceeding even high expectations, she's also very fast, organized, and easy to work with. She has been a very valuable member of our marketing team, and a big part of our success is because of her."

MICHAEL HOTZ
ART DIRECTOR, MERU, HOLLAND

"A DREAM TO WORK WITH"

"I recently copy chiefed Rebekah on a big project for a client and she nailed it. She's a dream to work with ... and is an amazingly smart, creative and super talented writer to boot. Hire her, before your competition does."

GUILLERMO RUBIO
DIRECT-RESPONSE COPYWRITER

"BRING HER ON BOARD ASAP"

"Rebekah just completed her second project with me and I'm in love ... with her writing, of course ... If you have the chance, bring her on board ASAP."

JENNIFER ADAMS
MANAGING EDITOR, PROFESSIONAL WRITER'S ALLIANCE

"I COULDN'T ASK FOR MORE IN A PROFESSIONAL WRITER"

"Rebekah is a wonderful writer to work with. She communicates well. She writes well. She does good research and is responsive to feedback. She's also always on time. I couldn't ask for more in a professional writer!"

HEATHER ROBSON, MANAGING EDITOR, WEALTHY WEB WRITER



NEXT STEPS

Ready to get going? Great! Let me know which option you prefer. I'll send an agreement and invoice for the deposit so we can reserve your spot for the project and work out our timeline in more detail. I look forward to collaborating with you!

Office hours: M-F 10:00am - 6:00pm CET
Response Time: Typically within 24 hours

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