

Here is Your Get-Started Information Pack

Thank you for making an extremely wise choice...to invest in the selling power of your business!

Those who perceive the high value of a strategically-written project to generate sales or sales leads also understand the value they—and their businesses—bring to their own corner of the marketplace. You are one of those wise businesspeople.

To better familiarize myself with the details of your campaign, I have designed the enclosed Order Form. This tells me your story in component form, and lets me know at the same time what else I need to ask you before I dive into the nuts & bolts of your project. So please go ahead and fill that form out when you have a few minutes. By the time you have gone over this complete Get-Started information pack and filled out the order form, I believe I'll have 95-98% of what I need to begin your project.

Whatever further questions we each have will be covered in a phone conversation, after I've received and reviewed your filled-out order form.

Please call me right away if you have any immediate questions or issues. Remember, I'm here for your success!

Sincerely,



Dave Kent

President,

DKC Marketing, Inc.

www.dkcmarketing.com

david@dkcmarketing.com

DKC|Marketing

2741 Crabtree Avenue, Woodridge, IL 60517 • (630) 310-8651

www.dkcmarketing.com • david@dkcmarketing.com

Use This Form To Order Your Copy Today

1. Your Name: _____ Signature _____

2. Your Title: _____

3. Company: _____

4. Address: _____

City: _____ State: _____ Zip: _____

5. Phone: _____ Email: _____

6. Name of your product or service: _____

7. Your target market (who are your donors/buyers) _____

8. The Type of Copy you need:

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Ad | <input type="checkbox"/> Fundraising Letter | <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Feature Article | <input type="checkbox"/> E-mail |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Landing Page |
| <input type="checkbox"/> Website | <input type="checkbox"/> Copy Critique | <input type="checkbox"/> Other: _____ |

9. The desired length of the copy (how many pages, words, minutes?): _____

10. The purpose of the copy (please check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Generate New Donors | <input type="checkbox"/> Solicit House File |
| <input type="checkbox"/> Generate New Inquiries | <input type="checkbox"/> Answer Inquiries |
| <input type="checkbox"/> Generate Sales | <input type="checkbox"/> Build Awareness |
| <input type="checkbox"/> Issue Advocacy | <input type="checkbox"/> Transmit Information |
| <input type="checkbox"/> Announce New Product/Service | <input type="checkbox"/> Build Organization Image |
| <input type="checkbox"/> Generate Volunteers | <input type="checkbox"/> Other: _____ |

11. Please enclose any literature that will provide me with the background information I need to write your copy. This can include previous letters, brochures, mailings, article reprints, press releases, internal memos, proposals, mission statements, and website links. Send whatever you feel is appropriate. Don't worry about organizing anything; I'll do that.

12. What are your selling/talking points for this product or service?

13. What is your deadline date for receiving finished copy)? _____

14. Please attach sheets with any additional comments.

15. Order your copy or copy estimate by selecting an option below:

I have enclosed the order form, background material, and a check or credit card information for one-half your total fee. Please write the copy I have ordered and sent it back to me by the date indicated on this form. I understand that the balance of your fee is payable and due on the day I receive the copy from you.

Credit Card Information:

Card Number: _____ Exp: _____

Name on Card: _____ Signature: _____

Here is my order form and background material. Please call with an estimate of what my copy will cost before you begin writing.

Give me a call so we can discuss my copy needs in more detail.

16. Mail this 2-page Order Form to:

DKC Marketing, Inc.
2741 Crabtree Avenue
Woodridge, IL 60517-2828
Phone: (630) 310-8651
E-mail: david@dkcmarketing.com
URL: www.dkcmarketing.com

Here Is My Guarantee To You

While I cannot guarantee specific results, I do guarantee that the copy I write will please you.

If you're not completely satisfied, I'll rewrite the sections in question or the entire package, based on your specific guidelines . . . at **no** extra charge.

Revisions must be assigned within 30 days and do not include changes made in the original assignment after copy is submitted.

Your copy will be done right and on time.



Client: BCS Financial Corporation
Contact: John R. Mapes
Project: Insurance Management Sales Tools

Monday, March 29, 2010

Dear John;

Thank you for choosing DKC Marketing to write the copy for BCS Financial Corporation's Insurance Management Sales Tools campaign project.

Here are the terms for this project. Once you have read this Agreement over and determine that these are the terms we mutually agreed on, please send a REPLY e-mail stating that all is in order (or state otherwise, if revision is necessary).

Project Description

Create copy for the BCS Financial's Insurance Management Sales Tools Campaign project, including:

1. 1-2 page Collateral Piece
2. Email follow-up
3. Sales Telescript

This agreement only covers copy creation, research, and marketing consulting time, as needed. Graphic design, final layout, general website and email design is the responsibility of BCS Financial Corporation. As appropriate, I will make recommendations for these elements where it is necessary to strengthen the effect of the copy.

Fee

The fee for me to complete this project is: \$3,650 (US).

Terms

A non-refundable deposit of half the project fee (\$1,825) is required before I begin the project. Although it is not required, deposits are typically sent FedEx Overnight or via credit card. You will receive an invoice for the balance upon completion of the project, which is due upon receipt. I accept credit cards via PayPal; checks are made payable to **DKC Marketing, Inc.** and mailed to **2741 Crabtree Avenue, Woodridge, IL 60517.**

Deadline.

You will receive the first draft of the copy on or before _____ (date to be determined).

Please Note - once we agree on deadlines, my commencement of the project will remain contingent on my receiving your go-ahead and deposit. My schedule does fill up quickly and regretfully, I'm not able to hold dates without payment or written approval.

Revisions

Up to two (2) revisions are included at no extra charge unless they are based on a change in the assignment made after the copy is submitted.

All revisions must be assigned within 30 days of your receipt of the first draft of copy. After that, additional rewrite may be made at a fee to be negotiated separately from this agreement.

I will make my best attempt to be available to make revisions. I can turn around minor revisions in 1-3 business days and major revisions may take longer.

Caveats

If you cancel or put the project on hold once I have begun work, your deposit will serve as a kill fee. No additional cancellation fees will be applied, unless more than 50% of the project has been completed, in which case a pro-rated fee for services rendered will be assessed.

This fee agreement pertains to copywriting, which I define as creating text for promotional, fundraising and/or prospecting materials from content provided by the client. Research to create original content, if needed, may require an additional fee, to be quoted separately.

Background material sent to me in preparation for copywriting assignments is not returned to the sender unless specific arrangements have been made otherwise, prior to the project.

Although you are not required to do so, I strongly recommend that you send me a PDF of the project before distribution so that I can review it, make sure the elements are positioned effectively, and determine that all revisions work effectively.

Also, although I make every effort to make your copy comply with the law, I am not an attorney. Therefore, it is your responsibility to submit all copy for legal review. You are also responsible for final proofreading of all the copy. If you desire that I be contracted to provide proofreading service as to final copy, please let me know immediately and I will revise this Agreement accordingly.

Promotional Material Release and Copyright Status

Unless you request otherwise in writing, you agree to allow me to use your name, company name, correspondences, and the materials produced under this agreement, in my personal marketing efforts. Usage typically may include sample pieces, quotes, testimonials, brochures, etc.

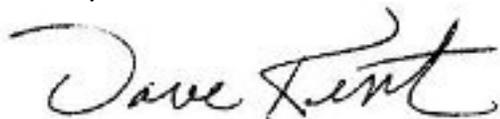
Upon final payment, all copyrights on the copy produced under this agreement are exclusive property of BCS Financial Corporation. It is understood that any future use of said copy by DKC Marketing, Inc., outside of the promotional materials described in this agreement, requires prior written permission.

Guarantee

There are many factors involved in your marketing – product, market, price, demand, consumer preferences, major events, etc... that I cannot control. Therefore, while I can and do guarantee your satisfaction with the copy before you test it, I do not promise and cannot guarantee specific results.

Thank you, John. Let me know what you'd like to do next.

Sincerely,



Dave Kent, President
DKC Marketing, Inc.

DKC Marketing, Inc.
Phone: (630) 310-8651 • Mobile: (630) 853-1071 • david@dkcmarketing.com