

DKC|Marketing

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

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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.

