



Kopywriter.. The “staff writer not on your staff.” When deadlines are short, when the creativity well has run dry, a call to the Kopywriter can energize your project, from start to finish.

Everyday business writing:

- Web copy...
- brochures...
- newsletters...
- fundraising letters...
- sales letters...
- direct mail...
- resumes..
- proofing and editing.

**Call today for a free consultation
(302)478-8609**

Why “Kopywriter” and not just “copywriter?”

In Middle England, many craftsmen, artisans and other skilled workers had the title “wright” added to their area of expertise. Thus we have shipwrights, wheelwrights, millwrights, even playwrights. Now your business or organization can take advantage of a skilled craftsman to handle your everyday writing needs...

Kopywriter.

A “pen for hire,” Kopywriter is available as needed, for a single writing assignment or a series of writing projects, no matter what you require.



Bill Kaye

Phone: 302-478-8609
email: mail@kopywriter.com



Writing for your success!

FREELANCE COPYWRITING SERVICES



TEL: 302-478-8609

You need:

Website copy
Ad copy
Brochures
Newsletters
Sales letters
Direct Mail
Editing
Direct Response copy



You have:

A small staff
No staff
A staff that's "seen it all before"
No time to create
A client who demands more time than you can provide

I offer:

Dynamic copy (print and web)
Enticing brochures
Compelling recruitment materials
Internal newsletters to motivate and inspire your employees
Informative external newsletters to educate consumers
Everyday business letters
Expert editing/proofreading
Writing consultation

Strong Writing

Your message is the goal. You need to communicate your message to clients, prospective and ongoing. Powerful writing targeted to your potential clientele is my strong suit.

I'll get to your customers and bring them to your door.

Creative Solutions

While a straightforward, simple message can be effective for those already in your customer base, a more creative tack is often required to cut through the clutter of an endless stream of advertising messages and impressions. In more than 20 years of writing radio copy, I've developed a style which hooks the audience and makes them listen. These same principles can be applied to print and web copywriting.



Pricing

An advertising agency can employ a staff of writers or even hire freelancers to fill in gaps in creativity and to meet the demands of deadlines, but this same agency also deals with overhead: offices, staff, benefit plans and other expenses incidental to the running of any business. I offer professional, quality writing geared to your needs, at rates that don't include an agency's expenses.

Consultations

After an initial no-obligation, no charge Q&A session, I'll share my ideas on your project. If terms are reached, we'll sign a simple agreement, outlining deadlines and each party's responsibilities.

Terms

As all jobs are different, estimates will be made following the initial free consultation. Short-term assignments (two weeks or less) can be quoted on a Flat-Rate basis. Longer projects may warrant hourly rates. One-third of the contracted amount will be due up front, with the balance paid at negotiated checkpoints.

Revisions

Two rounds of revisions are included in any contracted price. Additional revisions will be billed at an hourly rate. Additional services may be billed separately.



www.kopywrighter.com

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