

Terms of service

Between: Alice Hollis Ltd.

And: [CUSTOMER NAME]

In this agreement you won't find any complicated legal terms or long passages of unreadable text; I have no desire to trick you into signing something that you might later regret.

But while the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of English and Welsh courts.

Summary

While I promise to always do my best to fulfil your needs and meet your expectations, it's important to have things written down. So, in the simplest way possible:

You [CUSTOMER NAME], (company number: [COMPANY NUMBER], located at [COMPANY ADDRESS]) are hiring me, Alice Hollis Ltd., (company number: 12052016, registered office: 85, Great Portland Street, First Floor, London, W1W 7LT) to provide copywriting services as outlined on my rate card.

What do both parties agree to?

You:

- Have the authority to enter into this contract on behalf of yourself or your company.
- Will give me the assets/information/briefing I need to complete the project.
- Will review, provide feedback and give approval in a timely manner.
- Will stick to the payment schedule set out at the end of this contract.

I:

- Have the experience and ability to do everything I've agreed with you.
- Will deliver your work in a professional manner within the deadline we agreed.
- Will maintain the confidentiality of everything you share with me.

The small print

Block booking: to qualify for the 10% discount, you must book at least three days in any one month. My day rate is charged at £320. The discount will be applied to the total invoice for that month. All briefing time is included.

Blogging: when signing up for the blogging package, you must use your allocated time within the month as hours do not roll over. You do not have to sign up for a fixed period, but one month's notice must be given to terminate/change the agreement. All briefing time is included.

Fixed-fee projects: any briefing meetings/calls will be in addition to the project cost, charged at £40 per hour. The project includes one set of revisions; any further revisions are charged in addition at £40 per hour.

Feedback: once I have submitted any work for review, feedback for any revisions is expected within two weeks. If no communication is made during this time, the project is assumed to be complete, and will be invoiced.

Copyright: once your content has been invoiced and paid, the copyright will transfer to your ownership. I will then destroy any briefing information you have provided, and only retain a copy of the final piece for my own records.

Invoices: I invoice all work on the last day of the month.

Expenses: any out of pocket expenses will be charged at cost. Travel expenses will be charged at the government standard rate.

Payment terms: payment is due within 14 days of the invoice date. Please be aware that according to the Late Payment of Commercial Debts (Interest) Act 1998:

- Freelancers are entitled to claim a £40 late fee upon non-payment of debts after this time.
- At this point a new invoice will be submitted with the addition of this fee.
- If payment of the revised invoice is not received within a further 14 days, additional interest will be charged to the overdue account at a statutory rate of 8% plus Bank of England base of 0.5%, totalling 8.5%.
- Parties cannot contract out of the Act's provisions.

Legal: neither of us can transfer this contract to anyone else without the other's permission. And we both agree that we'll adhere to all relevant laws and regulations in relation to our activities under this contract and not cause the other to breach any relevant laws or regulations.

Contract term: this contract is valid for 12 months from the date of signature.

Signed by and on behalf of [CUSTOMER NAME] Signed by and on behalf of Alice Hollis Ltd.

.....
Date: [DATE]

Date: [DATE]

Rate card

Option 1: block-booking

If you have a specific project in mind, together we can scope out what that looks like in terms of the content required, my time to create the assets and your deadlines.

You can then choose to block book at least three days, which:

- Guarantees you the time in my schedule and prioritises your project.
- Includes all briefing time for free.
- Secures a 10% discount on the total project cost.

And if the project is running over a number of months, I'm happy to break-down the total cost of the project into regular monthly payments to make budgeting easier for you.

Option 2: blogging

Outsource the task of updating your blog with regular, engaging content to me for £480 per month.

In return you will receive:

- 4x blogs (one per week).
- All briefing time included for free.

Option 3: rate card

Alternatively, you can choose items off of my fixed-fee rate card:

Service	Outcome	Cost
Blogging	Either sharing your personal opinion on the latest trends, or strategic pieces to boost your SEO.	£120
Thought leadership articles	Thought-leadership pieces containing statistics that back your position.	£200
Case studies	Real-life examples of the work you've performed but told through your client's words.	£320
Award submission	Gain the third-party recognition your team deserves for their hard work.	£320
Campaign landing page	Focused and structured copy that takes the reader from problem to solution to action.	£320
Email marketing	Compelling emails that drive-to a specific landing page, marketing asset or call-to-action.	£80
Direct mail	Sales copy that highlights a particular issue and positions your product/service as the solution.	£120
White paper	Take a stance on something topical, with compelling arguments, research and case studies.	£640