

Proposal

If you are unsure about your project requirements, we can provide you with a proposal, outlining everything involved from research, written content, graphic design work, photography or images needed. Not all of these will be required and you may only need one of these services for your project.

Please try to include as much info as possible so we can offer you the best rates:

- What is the deadline for your project?
- Where will your copy or promotion be used e.g. newspaper, magazine, a trade journal, internet or a directory?
- Who is your target audience? E.g. is it young females seeking fashionable, budget clothing, or affluent over-55s planning for their retirement?
- What are the key benefits you are expecting to communicate?
- Does your project have a unique selling point that makes it stand out from similar products?
- What is your main goal for your intended promotion: is it simply to buy your products, or get people to return a coupon, visit a website or sign up to a newsletter or blog?
- Are there any concerns or sensitivities that we need to be aware of? E.g. pharmaceutical companies have a range of restrictions on what claims they are allowed to make in their advertising.
- Roughly how many words are required; how many rewrites might be expected and so on?
- Do you have any background information and materials that may help to create the promotion? E.g. old ads that have run before, product information sheets, leaflets, articles, photos and product samples.
- Do you have an idea of your budget?

From a 500 word blog post to full brochure design, we can provide you with every detail and cost involved - which can be amended to suit your needs.

For ongoing projects we will assess your needs and give you a price per word, or job, whichever suits you. For high volumes of work, a day rate can be arranged.

If you would like to ask any questions please [Contact Noble Wordsmiths](#) or call (+44) 020 3293 4227, if out of the office, please leave a message or email Noblewordsmiths@yahoo.co.uk
8am - 8pm 7 days a week.