

USE THIS FORM TO ORDER YOUR COPY TODAY!

- 1. Your name and signature
- 2. Your title \_\_\_\_\_
- 3. Your company \_\_\_\_\_
- 4. Your address \_\_\_\_\_

5 city	
6 Province	
7 Postal Code	
8 Your phone number	
9 E-mail address	
10 . The name of your product or service	
<b>11 The market</b> for your product or service (who are you selling it to?)	)



## 12. The kind of copy you need

- :()Ad
  - ) Feature article
  - ) Direct mail
  - ) White Paper
  - () Brochure
  - ) Web site
  - ) E-mail/Landing Page
  - ) Catalog
  - ) Newsletter
  - ) Other:
  - ) Copy critique
  - ) press release

13. The desired length of the copy (how many pages, words, minutes?) \_\_\_\_\_

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

- () to generate inquiries
- () to answer inquiries
- () to generate sales
- () to build awareness
- () to transmit information
- () to build company image
  - ) to announce new products
- () other:

**15. Please enclose any literature** that will provide me with the background information I need to write your copy. This can include previous ads, brochures, mailings, article reprints, press releases, internal memos, proposals, and technical papers—send whatever you feel appropriate. Don't worry about organizing the material. I'll do that.

16. What are the key selling points of this product or service?



## 17. What is your deadline date (the date you need to receive the finished copy)?

**18. Use the bottom of this page** for any additional comments (attach more sheets if needed).

**19. Order your copy** or copy estimate by checking one of the options below:

( ) I've enclosed the order form, background material, and a check for half your fee. Please write the copy I've ordered and send it 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.

( ) Here's my order form and background material. Please call me with an estimate of what my copy will cost before you start writing.

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

## 20. Mail this form to:

David Wright 5905 Turney Dr . Mississauga Ontario L5M 2P9 Phone: (905) 826 2537 Fax: (905 )819 8167 E-mail: <u>davidw041@bell.net</u> Web: <u>http://www.discount-ebook-s.com/</u>



MY GUARANTEE TO YOU: The copy I write is guaranteed to please you. If you're not satisfied, I'll rewrite, based on your specific guidelines, at no extra charge. Revisions must be assigned within 30 days and don't include changes made in the original assignment after copy is submitted.