

# Riley Quinn

Freelance Proposal

---

## PROJECT DETAILS

**PROJECT** Monthly copywriting retainer for Summit Digital — 4 long-form blog posts, 8 social captions, monthly email newsletter, and one landing page per month.

**RATE** \$2,000/month

**TIMELINE** Ongoing monthly

**DATE** May 14, 2026

---

Subject: Content Strategy & Copywriting Proposal – Summit Digital

Hi [Client Name],

It was a pleasure discussing Summit Digital's growth goals with you. It's clear that you need a consistent, high-quality content engine that not only maintains your brand voice but actively converts prospects into loyal clients. I am confident that my strategic approach to copywriting will provide the results and reliability you're looking for.

### ### Understanding of Project

Summit Digital requires a comprehensive monthly content suite to fuel its marketing channels. The goal is to establish authority through long-form educational content, maintain daily engagement on social media, nurture your lead list via email, and optimize conversions with a fresh landing page each month. You need a partner who can take this off your plate entirely while ensuring every word aligns with your business objectives.

### ### Proposed Approach

My approach centers on "content synergy." I don't treat these deliverables as isolated tasks; instead, I ensure the blog topics feed your social media, the email newsletter highlights your best content, and the landing page mirrors the messaging your audience is responding to most.

- \* **SEO-Driven Blogs:** I will research and write long-form posts (1,200+ words) designed to rank on search engines and provide genuine value to your readers.
- \* **Conversion-Focused Copy:** For the monthly landing page, I'll utilize proven frameworks (like AIDA or PAS) to maximize sign-ups or sales.
- \* **Engagement-First Social/Email:** I'll craft captions and newsletters that sound human and encourage direct interaction with the Summit Digital brand.

### ### Timeline & Deliverables

This is a monthly retainer service. All content will be delivered according to a shared editorial calendar to ensure you have ample time for review.

#### **Monthly Deliverables:**

- \* **4 Long-Form Blog Posts:** Delivered weekly.

- \* **8 Social Media Captions:** Delivered in two batches of four.
- \* **1 Monthly Email Newsletter:** Strategy, copy, and subject line testing.
- \* **1 High-Conversion Landing Page:** Comprehensive copy from headline to CTA.

### ### Investment

The investment for this comprehensive monthly copywriting retainer is **\$2,000 per month.**

\*Invoices are sent on the 1st of each month, with work beginning immediately upon payment.\*

### ### Next Steps

I'm ready to hit the ground running and start scaling Summit Digital's content. If this proposal aligns with your expectations, let me know, and I'll send over the contract and the first month's invoice so we can kick off our strategy session.

I look forward to working together.

Best regards,

Riley Quinn  
Freelancer & Copywriter