FREELANCE WRITING PROPOSAL: WORKED EXAMPLE

4-Part B2B Thought Leadership Package ($3,600.00 Fixed Investment)

PREPARED BY (WRITER):
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PREPARED FOR (CLIENT):
Rachel Hayes, Director of Content Strategy
Apex Workflow Solutions Inc.
Date: Nov 18, 2026 | Optional Validity: 14 days

1. Scope of Work & Deliverable Specifications

DELIVERABLE ITEM	TARGET WORD COUNT	RESEARCH ALLOCATION	UNIT VALUE
Article 1: Fragmented Workflows	1,500 words (1,400 to 1,600)	1 SME interview (30 min) + SEO meta	**$900.00 ($0.60/w)**
Article 2: Process Orchestration	1,500 words (1,400 to 1,600)	1 SME interview (30 min) + SEO meta	**$900.00 ($0.60/w)**
Article 3: Defensible Audit Trails	1,500 words (1,400 to 1,600)	1 SME interview (30 min) + SEO meta	**$900.00 ($0.60/w)**
Article 4: 90-Day Automation Roadmap	1,500 words (1,400 to 1,600)	1 SME interview (30 min) + SEO meta	**$900.00 ($0.60/w)**

2. Milestone Investment Schedule

MILESTONE STAGE	TRIGGER & TIMING	PERCENT	AMOUNT DUE
Milestone 1: Deposit	Upon signing prior to project initiation	50.0%	**$1,800.00**
Milestone 2: First Drafts	Upon delivery of all 4 complete first drafts	25.0%	**$900.00**
Milestone 3: Final Files	Upon delivery of approved final files or 14 days under deemed acceptance	25.0%	**$900.00**
Total Engagement	**Exact arithmetic parity**	**100.0%**	**$3,600.00**

3. Legal Terms, Liquidated Damages & Acceptance

Pursuant to 17 U.S.C. Section 204(a), assignment of copyright requires an instrument in writing signed by the owner of the rights conveyed. As an agreed contractual condition precedent, copyright in final approved deliverables transfers to Apex Workflow Solutions Inc. only upon cleared receipt of full payment. Unused concepts, preliminary notes, and draft text remain Beacon Editorial Studio property.
Liquidated Damages (Kill Fees): Under Restatement (Second) of Contracts Section 356, cancellation fees represent a reasonable pre-estimate of harm under Washington state law: Client pays for completed milestone deliverables, documented research expenses, and 25% reservation charge on unbilled balance. Automatic 100% forfeitures are disfavored. Proposal validity is an optional commercial term of 14 calendar days (expires December 2, 2026).

FOR CLIENT (Apex Workflow Solutions Inc.):
Signature: _____
Rachel Hayes | Director of Content Strategy | Date: Nov 20, 2026

FOR WRITER (Beacon Editorial Studio LLC):
Signature: _____
David Sterling | Principal Writer | Date: Nov 20, 2026