

The statement of work

Project: [project name]

Reference: [ACME-SOW-01]

Date: [date]

Client: [company name], [address]

Client contact: [name, title, email]

Consultant: [your company name], [address]

1. PURPOSE

[Company] is engaging [you] to [one plain sentence describing the outcome the client is buying, not the tasks]. This statement of work covers the work, the fee, the dates and the way changes are handled. It replaces any scope described in earlier proposals or emails.

2. WHAT WE'RE DELIVERING

2.1 One message platform document: a positioning statement, three audience-specific value propositions, and a proof-point library of twelve items.

2.2 Rewritten copy for six pages: home, product, pricing, about, [solution page], contact. Delivered as a single editable document, page by page.

2.3 Five customer interviews, thirty to forty-five minutes each, scheduled by [you] and arranged with contacts introduced by [company].

2.4 Two rounds of revisions on each item above.

2.5 One ninety-minute handover session with the [company] marketing team, recorded and shared.

3. WHAT'S NOT INCLUDED

3.1 Design and front-end build aren't included. We can quote these separately once the copy is approved.

3.2 Pages beyond the six named in 2.2 are \$650 each.

3.3 A third and any later round of revisions is billed at \$175 per hour, quoted and approved in writing before we start.

3.4 Customer interviews beyond the five in 2.3 are \$400 each, including scheduling and notes.

3.5 Ongoing copy after handover isn't included. A monthly retainer for this starts at \$2,400.

3.6 Translation, localization and legal review of any copy aren't included.

4. WHAT WE'RE ASSUMING

4.1 [Company] returns written feedback within five business days of each delivery.

4.2 Interview contacts are introduced within ten business days of signature.

4.3 [Company] provides existing brand guidelines, analytics access and any prior research at kickoff.

4.4 If any of the above changes, the dates and the fee may need to move, and we'll tell you by how much before anything shifts.

5. DATES

Start: [date]. Final delivery: [date], being eight weeks from signature.

Milestone 1, message platform delivered: end of week four.

Milestone 2, page copy delivered: end of week seven.

Milestone 3, handover session: week eight.

6. WHEN SOMETHING IS ACCEPTED

Each item in section 2 is accepted when [company] confirms it in writing, or five business days after delivery if we've had no written feedback by then. Revisions requested after an item is accepted fall under 3.3.

7. FEE AND PAYMENT

Total fee: \$18,500 USD, fixed for the scope in section 2.

\$7,400 (40%) on signature.

\$5,550 (30%) on acceptance of the message platform.

\$5,550 (30%) on acceptance of the page copy.

Invoices are payable within fourteen days. Work pauses on any invoice more than fourteen days overdue, and dates move by the length of the pause.

8. WHO APPROVES THINGS

[Name, title, email] approves changes and costs on behalf of [company]. [Name] approves on behalf of [you]. We'll only build and only invoice work the named approver has accepted in writing.

9. CHANGES

Either of us can propose a change to section 2 at any time. We'll reply within two business days with the cost, the hours behind it and the effect on the delivery date. Work on a change starts once the approver named in section 8 accepts it in writing. Nothing outside section 2 gets built without that written acceptance, and nothing outside section 2 gets invoiced without it either.

10. OWNERSHIP

Ownership of the delivered work transfers to [company] on payment in full. Until then, [you] retains it. Our own working methods, templates and research tools stay ours.

11. ENDING EARLY

Either of us can end this engagement with fourteen days' written notice. [Company] pays for work completed and in progress up to that date, and we hand over everything drafted so far.

SIGNED

For [company]: _____ Date: _____

For [you]: _____ Date: _____