

Client Services Estimate



September 22, 2015 (revised)

PEGGY LEE HANSON

Client Name: Suzy Jones

Mailing Address: Her City, Her State & Zip Code

Home Phone: nnn-xxx-xxxx

GENERAL TERMS

Project name:	Your Business Best Seller
Date of project:	November 2015-April 2016
Scope of project:	Edit, proof, layout/design of book for print and ebook formats, including PDF. In addition, writing and marketing mentoring, testimonial and contributor assistance.
Estimated hours:	160 hours, based on 20,000-25,000 words
Total investment estimate:	\$4,590.00* or 6 equal monthly payments of \$765.00 *eligible for 6-month financing (free)

PROJECT COMPONENTS

Name	Estimated Hours	Estimated Cost
Editing	29	\$870.00
Layout / Design Print book	60	\$1,800.00
Cover Design / Front & Back (simple)	16	\$480.00
Format eBook	8	\$240.00
Proof Print Book	6	\$180.00
Proof eBook	4	\$120.00
Publishing Print Book	6	\$180.00
Publishing eBook	2	\$60.00
Writing / Marketing Mentoring	7	\$210.00
Testimonial and Contributor Assistance	15	\$450.00
Ad-hoc Incurrences (responsibility of client) (press release, ISBN purchases, travel, lodging)	N/A	not included here
Admin (including but not limited to phone calls, billing)	28	included in project
Subtotal	165	\$4,590
Package Discount		(if applicable)
Total Estimate		\$4,590

**Note: If CLIENT is in agreement (separate document), and to ensure project continues on schedule, CLIENT agrees to pay a \$500 retainer fee that which secures the services of FREELANCER. This retainer will be payable as soon as the agreement is signed, and will be used as credit toward the estimate cost.*

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PROJECT COMPONENTS DESCRIPTION

Component	Description
Editing / Proofing	Edit and proof of all content to ensure quality and accuracy of finished product
Layout / Design-Print & eBook	Format all content for both print and ebook (Amazon CreateSpace & Kindle)
Cover Design / Front & Back (simple)	Design and create entire book cover, including the spine for print book. Simple design usually includes royalty free images or those owned by author.
Writing / Marketing Mentoring	Includes 1) book description for back cover and book descriptions on Amazon, and 2) incentives for reader to be added to a list the authors create for future marketing purposes (email campaigns)
Testimonial and Contributor Assistance	Includes assistance in gaining testimonies for the book and any contributor issues with content
Package Discount Examples	<ul style="list-style-type: none"> • Multiple services requested • Pay in full option

EXPECTATIONS / DELIVERABLES

Expectation	Deliverable
November 2015 - February 2016	Writing/Editing/Proofing
January - February 2016	Layout/Design (all formats)
March 2016	Book Launch
November 2015-March 2016	Marketing
April 2016	DOCX / Enhanced PDF / MOBI

NOTE: All materials created during the development of this project will become the sole proprietorship of CLIENT. However, FREELANCER may refer to project in her own marketing promotional efforts, retaining files for the sole purpose of back-up, and not for public distribution or use on a project with another client.