



## Welcome to J. Allan Writing and Design Studios

**Congratulations** on taking your marketing and advertising seriously by choosing to work with J. Allan Writing and Design Studios. We're pleased to welcome you to our client group!

So that we both get the most out of our relationship, we have important information to share with you. After you read this you'll better understand how we work and there won't be any surprises later.

Please indicate you've read the information below by initialing after each section, signing the bottom of page two, and faxing or e-mail your signed copy to us. Thanks!

### Hours of Operation

We're available Monday through Friday, 9a to 5p. We work other times too, but those are the times you can expect to talk to us on the phone and hear from us via e-mail. We understand that sometimes you need to talk to us at night or on the weekends, but keep in mind that there aren't a lot of true "life-or-death" emergencies in our industry.

Please initial here: \_\_\_\_\_

### Turnaround Time

We'd love nothing more than to have you tell us what you need, blink our eyes, and hand you a perfectly executed solution. But that would make us magical, and if we were magical we'd be out ending poverty.

Good work takes time. And while you are special to us, we have other clients we love just as much – but only so much time to go around.

We want to get your work done as fast as we can, and that generally means five business days on smaller projects like one-page marketing pieces, and two weeks on bigger projects like websites. If you absolutely, positively must have it sooner we can rearrange our schedules for a 15% rush fee.

Please initial here: \_\_\_\_\_

### Revisions and Re-dos

We understand that the nature of our work is subjective. It's a lot easier to go to McDonald's and know exactly what you're going to get than to hire a writer or designer and know exactly what the end result will be. That's why our work comes with two revisions.

That's also why you've hired professionals. We know what needs to be done to get the result you want. We're very good at what we do and trust that you will allow us to use our expertise to your best advantage. After the two included revisions you are welcome to make more changes, at our hourly rate.

Please initial here: \_\_\_\_\_



**We Want to Know What You Know**

No one knows your business better than you, so please tell us everything you think we should know to get your work done right. And we want to know how you feel about our work and anything else you are comfortable sharing with us. So please, don't be shy! Let us know what you're thinking.

Please initial here: \_\_\_\_\_

**Pricing and Receivables**

We charge the lowest rates we comfortably can – meaning our rates are often 20% to 30% less than going rates. You get the same service you would from a larger agency charging much more – prompt replies to e-mails and phone calls, on-time work completion, and 110% of our creative effort – but at a much better price. How great!

But there's a flip side: Lower prices mean we can't afford to carry receivables. Most projects are billed twice: a deposit to begin and the balance upon completion. Prompt payment (within 10 days) is expected and appreciated. If you're company has a labyrinth of payable procedures please let us know.

For convenience we accept four payment methods:

- cash
- credit cards through Paypal
- credit cards through Google Checkout
- checks made out to J. Allan Writing and Design Studios

Every project we do comes with at least two hours of free access to our expertise: the initial meeting and consultation and the time we spend strategizing about meeting your needs or solving your problem. After that we're on the clock just like your mechanic, your doctor, and all the other professionals whose knowledge you utilize – including you!

Please initial here: \_\_\_\_\_

**Contact Information**

Here's how to get in touch with us:

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Address 115 12 Avenue NE, St.Petersburg, FL 33701  
Website www.JAllanStudios.com

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**Thank you!**