



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 need 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: _____

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We tell it like it is

Two of the aspects clients most appreciate about J Allan Studios is our ability to separate the wheat from the chaff and our willingness to tell it like it is. If you have a good idea we'll run with it; if you have a bad idea we'll gently tell you; and if you need a particular service but do *not* need another we won't hesitate to help you realize this. Our goal is to do work for you that will work for you.

Please initial here: _____

Do you know all that we can do for you?

Clients often come to us for one service and are pleasantly surprised to find out about all of the services we offer. Our name hints at it, but there is so much more! From PR to SEO and branding to marketing strategy, we are the go-to outsource marketing partner for many of our clients. Please visit our website at www.JAllanStudios.com to explore our services menu – we think you'll be delighted at how much time and money you can save by partnering with us for the majority of your marketing needs.

Please initial here: _____

Pricing and receivables

We charge the lowest rates we comfortably can – meaning our rates are often 20% to 40% 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 your company has a labyrinth of payable procedures please let us know.

For convenience we accept three payment methods:

- cash
- credit cards through Paypal
- checks made out to J Allan 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 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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Website www.JAllanStudios.com

Signature _____

Name _____

Title _____

Date _____

Thank you!