



Bill Gluth
Creating Words That Sell
Commercial Writing & Sales Process Strategies for Small Business

10-Hour Client-Centric Message Development Project Agreement

Dr. Dennis Deaton, Quma Learning

This agreement, dated June 17, 2008, between Dr. Dennis Deaton, Quma Learning Address: 505 S. Val Vista Drive, Mesa, AZ 85204 (*Client*) and Bill Gluth, Commercial Writer, Sales and Marketing Strategist, Address: 11536 W. Bighorn Ct., Surprise, AZ 85374 (*Service Provider*) outlines all terms and conditions, payments and special features of the 10 (ten) hour retainer program in their entirety.

Terms and Conditions

Program Deliverables

10 (Ten) Hours of commercial writing, client analysis, marketing narrative creation and final documentation. **Program Includes: Data mining.** Evaluate client database. Create demographic profiles. Provide instruction on how to email your client list to establish psychographic profiles and value statement feedback while analyzing list responsiveness. Service Providers team will also contact 3 to 5 top clients by telephone to gain an in-depth insight to your business. **Segment clients** into specific lists for more effective marketing based on database evaluation. **Develop a consistent marketing story (narrative).** **Create a final marketing document** that ensures a consistent marketing narrative/story is utilized to reinforce the differentiating factors between your business and the competition. This will be used in all phases of your marketing and sales. **Develop marketing narrative training document** for *Client* to use to deliver a consistent marketing message in print, verbally and in sales situations.

Time tracking will be provided to *Client* as project progresses to evaluate time usage in relation to deliverable completion. Additional time requirements will be determined and approved by *Client* as project progresses.

Fees

- The fee is discounted to \$165.00 (One Hundred Sixty-Five Dollars USD) per hour for the prepaid 10 (Ten) Hour time block or \$1,650.00 (One Thousand Six Hundred and Fifty Dollars USD) for this engagement as described under “Program Deliverables.”

Payment Terms

- Payment of fees is required prior to or at service commencement.

Additional Expenses Reimbursement

- Additional Expenses will be billed as actually accrued by vendors selected to fulfill services and are due on presentation of their statement. Expenses could include outside vendors such as printing, subscriptions to marketing services such as Web hosting, Blog hosting or similar, web site development, and design (if required), press release distribution (as needed), travel expenses and per diem (if incurred), list vendors, specialty vendors, graphic design and related, pre approved expenses. It will not include fax, copying, phone, courier, office support, or travel expenses inside of the Phoenix, Arizona Metropolitan area, or related expenses.

Statements of Special Features

- Please make all checks payable to **Bill Gluth**.
- This agreement is for services provided by *Service Provider* only and does not include other non-consulting, non-strategy development or subscription related services. Strategy development will include copywriting, marketing/sales strategy development and consultation, creative direction, as needed, client outreach materials strategy development, as required to fulfill project goals. *The goal of the program is to provide the system and process to build a consistent marketing narrative to use in sales and lead generation activities.*
- Your payment, in absence of your signature below, also indicates your acceptance of this project and the terms and conditions as stated here in.
- It is understood and accepted that the *Client* has the right to fully implement consulting, processes, resources and systems as part of their daily business activities. It is agreed that *Client* will not deliver a Training or derivative of service/copywriting received to any third party or as part of a competitive business or practice.
- It is fully understood and agreed that the services, consulting, copy, ideas, and methods delivered as part of this engagement are the Intellectual Property of Bill Gluth and the Strategic Partners utilized to deliver specialty services as part of this engagement.
- The engagement includes: copywriting, marketing strategy development, commercial writing and full instruction for plan execution. Related expenses beyond the scope of the engagement are billed additionally and are at the *Client's* discretion.
- It is the *Clients* responsibility to inform *Service Provider* of questions, problems, road blocks, or other issues, which prevents them from fully utilizing the deliverables of this engagement. Client may do so by email or telephone as *Client* deems necessary.
- All questions and inquiries by *Client* will be responded to on the same business day or within 4 hours of the next business day; depending on when *Client* notifies *Service Provider* of question or challenge.

- Project is a 10-hour (Ten Hour) engagement. *Client* is advised by *Service Provider* via time reporting at each stage of the project as to the time committed to that specific stage. Deliverables are outlined in *Program Deliverables*. *Service Provider* will advise *Client* as each stage is accomplished.
- This agreement is complete as stated, in its entirety. No other promises or guarantees have been made that are not contained herein.

Project Commencement Date: To Be Determined

Acceptance

Your signature below indicates acceptance of the terms of this agreement indicated by the option you have checked.

10-Hour Commercial Writing/Client-Centric Message Development Program

I would like to pay by check

I accept the proposal above and the option selected.

For Bill Gluth, Business Strategist:

Quma Learning



Bill Gluth
Founder
Date: June 17, 2008

Dr. Dennis Deaton
Date June 17, 2008

Thank you, Dennis. I am very pleased to have you as a new client.