

## How we can help your business

YOUR BUSINESS needs more than just random website visitors to distinguish itself from its competitors, it needs an engaged, growing audience. High-quality content, created and added to your website on a consistent basis, will give YOUR BUSINESS the tools it needs to build a following of interested prospects and make more sales. Content creation services will help YOUR BUSINESS to

**-Create relevant, interesting, and educational content to establish your authority as a leader in YOUR NICHE.**

**-Gain credibility among your visitors, entertain them, gain their trust, and persuade them to buy.**

**-Build a list of interested prospects and communicate with them via email.**

Without a collection of high-quality content and an intelligent strategy to publish it, YOUR BUSINESS risks losing its prospects' attention (and their business) to more engaging, recognizable, or cheaper competitors.

## Delivering Results

Here's what Joe and Over the Reef will deliver to help YOUR BUSINESS build a thriving online following:

**-A long-term content creation plan to engage prospects-** Attention is the most valuable online currency. We'll plan out how to create the consistent high value content you need to gain that attention, maintain it, and expand it to reach new prospects.

**-Compelling, consistent content to build your credibility and prospects' trust-** To create profitable long-term relationships with your prospects, you need content that is informative and entertaining. Over the Reef will deliver that for you.

**-A list of leads that eagerly await your emails and respond to your promotions-** Communicating with your potential customers via email is a great opportunity to amplify their interest to do business with you over time. We'll build your prospect list for you using emails, carefully balancing their content between delivering value to them and making offers.

## Recommendations for your company

Working with Over the Reef will allow YOUR BUSINESS to obtain the quality content and strategy it needs to overcome the challenges of keeping your business relevant in the digital age.

**If hired, we'll break the project down into the following content creation services:**

### **Development of a long-term Content Creation Plan**

We'll start by analyzing your current content and how you're distributing it. Then, with your unique needs in mind, we'll create a detailed strategy to give your customers and prospects a stream of fresh content so you can gradually build authority in your niche.

### **Launching an Email Marketing Campaign to build a list of Prospects**

We'll craft a series of messages to send to your email subscribers. Each email we write will be designed to build your prospects' trust and gradually persuade them to do business with you over time.

### **Ongoing Content Creation and Publishing**

We'll put our long-term content strategy into action. We'll create top-quality content for you according to our agreed upon publishing schedule. Then, after we proof each piece of new content, we'll publish it on your website so you can engage new visitors.

**What You'll Get from Over the Reef...**

<b>Our Service</b>	<b>Your Cost</b>
<b>Building visitor engagement through long-term content strategy-</b> We'll take a look at how you're using content currently, identify opportunities to be an authority in your niche, and create a plan to take advantage of these opportunities with new content.	\$
<b>Launch of Email Marketing Campaign-</b> We'll write a series of messages to send to your email subscribers in order to keep them engaged and eager to buy from you.	\$
<b>One year (recommended) of ongoing content creation and publication-</b> We'll create fresh content and publish it regularly to keep your website visitors coming back for more. We include 12 months of service with our content strategy package, and extensions are always available if you're happy with the results.	\$

## Why choose Over the Reef?

YOUR BUSINESS needs to establish long-term relationships with its customers in order to generate consistent revenue and allow for long-term growth or sustainability. Over the Reef can create the high-quality content you need to build those valuable relationships, and we'll publish it strategically to make the most impact on your website visitors.

**Here's why we can help YOUR BUSINESS achieve its goals better than any other content creation agency:**

**Over the Reef's writers write for people, not search engines-** Many online content creators produce boring, robotic-sounding content in an effort to appease search engines. Our writers understand traffic is useless if that traffic isn't engaging, so they focus on creating content that engages the most people at the deepest possible level.

**Over the Reef's writers do their homework to learn what matters in your industry-** That means we have the tools we need to create whatever content type you desire, and to do so in a writing style that meshes well with your businesses' voice.

**Over the Reef offers free rewrites until you're 100% satisfied with the work-** We believe that when you communicate with customers, you need to be comfortable with the work- it represents your business. So if we write something you aren't completely happy with, we'll be glad to rewrite it for you at our expense.

## Project Timeline

If YOUR BUSINESS hires Over the Reef to create the content it needs to build long-term relationships with its customers, our timeline would proceed as follows:

**Development of Long-term Content creation Plan-** Over the Reef will analyze YOUR BUSINESSES' content strategies and create a long term plan to boost engagement at YOUR BUSINESSES' website.

**Launch of Email Marketing Campaign-** Over the Reef will create and send a series of messages to YOUR BUSINESSES' email leads to build credibility and persuade them to become customers.

**Ongoing Content Creation and publication-** Over the Reef will create and publish compelling content to YOUR BUSINESSES' website for 12 months in order to build a following there and establish YOUR BUSINESSES' authority in its niche.

As outlined in the Investment section, our pricing is valid until DATE. To take advantage of this proposal and proceed with the project as outlined, YOUR BUSINESSES' next steps must be to:

- Accept the proposal as-is
- Discuss desired changes with Over the Reef
- Finalize and sign Contract
- Submit an initial payment of 50% of total project fee

Once completed, Over the Reef will contact YOUR BUSINESSES' to schedule a project launch meeting to make introductions and gather information before beginning the work.

We're happy to make changes to project scope on YOUR BUSINESSES' request at any time but may be subject to additional billing.

### Terms and Conditions

Once the project fee has been paid in full to Over the Reef, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to YOUR BUSINESS for inclusion in website are owned by YOUR BUSINESS.

Over the Reef assumes YOUR BUSINESS has permission from the rightful owner to use any code, scripts, data, and reports that are provided by YOUR BUSINESS for inclusion in its materials, and will hold harmless, protect and defend Over The Reef from any claim or lawsuit arising from the use of such work.

Over the Reef retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of YOUR BUSINESS and Over the Reef. Regardless of the place of signing of this agreement, YOUR BUSINESS agrees that for purposes of venue, this contract was entered into in STATE and any dispute will be litigated or arbitrated in STATE.

The agreement contained in this contract constitutes the sole agreement between YOUR BUSINESS and Over the Reef regarding all items included in this agreement.

### Signatures:

x	Date:	x	Date:
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Client	Over The Reef, LLC.
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