

Connie Werner Reichert

Write Side Up Copywriting & Publicity

1286 Shadow Hawk Drive, Latrobe, CA 95682

Bus: 530.676.2995-Wireless: 530.277.4560 E: [info@conniewreichert.com](mailto:info@conniewreichert.com)

---

## USE THIS FORM TO ORDER YOUR COPY TODAY!

1. The Name of your product or service \_\_\_\_\_

2. The market for your product or service (who are you selling it to?) \_\_\_\_\_

3. The kind of copy you need:

<input type="checkbox"/> Ad	<input type="checkbox"/> Web Site	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Brochure	<input type="checkbox"/> Landing Page	<input type="checkbox"/> Press Release	<input type="checkbox"/> White Paper
<input type="checkbox"/> Catalog	<input type="checkbox"/> e-mail marketing	<input type="checkbox"/> Press Kit	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Copy Critique/edit	<input type="checkbox"/> Web-zines	<input type="checkbox"/> Article	

4. Desired length of copy (how many pages, words, minutes)? \_\_\_\_\_

5. The purpose of the copy (note all that apply)

<input type="checkbox"/> To generate inquiries	<input type="checkbox"/> To answer inquiries
<input type="checkbox"/> To generate sales	<input type="checkbox"/> To create awareness
<input type="checkbox"/> To transmit information	<input type="checkbox"/> To Build company image
<input type="checkbox"/> To announce new products/services	<input type="checkbox"/> Other: _____

11. What are the key selling points of your product or service? \_\_\_\_\_

---

---

---

---

12. When is your deadline date that you need to receive the finished copy? \_\_\_\_\_

13. Use the remainder of this page for any additional comments \_\_\_\_\_

---

---

---

---

---

---

---

---

14. Order your copy or copy estimate by checking on one of the options below:

I have attached the order form, background material and a check for half your fee. Please write the copy I've ordered and send it to me by the date indicated on this form. I understand that the balance of your fee is payable and due on the day I receive the copy from you.

Here's my order form and background material. Please call me with an estimate of what my copy would cost before you start writing.

Give me a call so we can discuss my copy needs in more detail

17. Print and mail this form to:

Connie Werner Reichert  
Write Side Up Copywriting & Publicity  
1286 Shadow Hawk Drive  
Latrobe, CA 95682  
Phone: 530.676.2995  
Cell: 530.277.4560  
e-mail: [info@conniewreichert.com](mailto:info@conniewreichert.com)  
Web: [www.conniewreichert.com](http://www.conniewreichert.com)

18. Please enclose any literature that will provide me with the background information I need to write your copy. This can include previous ads, brochures, mailings, article reprints, press releases, internal memos, proposals, technical papers—send whatever you feel appropriate. Don't worry about organizing the material. I'll do that.

**MY GUARANTEE TO YOU:** The copy I write is guaranteed to please you. If you're not satisfied, I'll rewrite, based on your specific guidelines, at no extra charge. Revisions must be assigned within 14 days and don't include changes made in the original assignment after copy is submitted.