Dear Author,

Please do not pick up this order unless you can begin work on it immediately. If you have any questions, please message us before you begin work on this order. Thank you!

1. Overview:

(Ex: Company information, etc.)

1. Type of Content:

(Ex: blog, article, product description, website copy, press release, etc.)

1. Purpose of the Content:

(Ex: to inform, to educate, to sell, etc.)

1. Target Audience:

(Ex: men, women, age, geographical area, income level, occupation, etc.)

1. Voice:

(Ex: 1st person singular [I, me, my], 1st person plural [we, our, us], 2nd person [you, your], 3rd person [he, she, it, they].)

1. Style/Tone:

(Ex: professional/formal, personable/informal, hip, factual, salesy, humorous, lifestyle, conversational, etc.)

1. Formatting Requirements:

(Ex: headers, bulleted lists, HTML, short paragraphs, hyperlinks, call to action, original title, etc.)

1. Please Do NOT Include:

(Ex: Company names, brands, specific terms, etc.)

1. Resources:

(Ex: links to useful information, websites, similar content with desired style or tone, etc.)

1. Additional Guidelines:
2. Example:

(Ex: similar content, a competitor’s site, etc.)

By accepting this order, you agree that I may name myself and/or others as the author of the text you write, including any modifications to or derivative works from such text.