



RGPR Consulting LLC

Scope of Work Plan

Rick Goulart will support you and your team's success at meeting your organization's goals, and your current marketing PR plans and outreach. I'll develop a **Scope of Work Plan at no cost to you** that supplements and supports your current marketing PR plan and helps you to meet your goals and objectives.

This will be a Plan that will focus on helping your organization achieve its revenue goals by attracting then retaining customers. Work will begin with my **free audit and analysis** of your marketing PR channels.

a. Audit needs. You may be using one or more marketing PR channels to reach the public:

- Emails and tracking via a Customer Relationship Management (CRM) system.
- Digital ads and tracking at Google, Bing or Yahoo to draw traffic to your website. The keywords you currently use in Search Engine Optimization (SEO).
- News media coverage.
- Social media dialogue.
- Employee communications / training to cross-sell products or services to the public.
- Leadership communications / training presentations to employees.
- Internal and external events.

b. Develop a Plan of tactics and key Performance Metrics-of-Success. We'll agree not only on Plan tactics, deliverables and timetables, but key Performance Metrics focused on generating revenue. For example:

- How many new customers retained during what time period.
- The quality of favorable news coverage of your organization, products or services.
- The quality and value of leadership communications or employee communications that deliver new customers.

c. Implement Plan by developing, researching, writing and editing marketing PR content designed to achieve Performance Metrics. As your freelance writer, I'll also personally write themed content – integrated, cross-channel messages and imagery – that actively support and enhances your organization's brand, reputation and outreach to the public. I develop and write campaigns, then, track and report on success of campaigns.

I work remotely from Norfolk, Virginia. But will be available for in-person meetings as appropriate, and at my expense.

d. Use your organization's Standard Contract for freelance writing or consultant support. Or simply sign a Scope of Work of Plan / Compensation Agreement that we've created together.

Pricing / Compensation Agreement

You and I will agree on **payment only when our Scope of Work Plan's key Performance Metrics have been achieved.**

We also will agree on **specific pricing for key Performance Metrics** based on the complexity of marketing PR content or campaigns. We may consider partial payment along a timeline of action steps to achieve key Performance Metrics.

I'll agree to develop, research, write and edit marketing PR content designed to achieve Performance Metrics at **a low, start-up cost of \$35 an hour** for the duration of our contract and Scope of Work Plan. We will agree upfront on the hours expected for each Plan tactic, and track hours together online. I will bill for freelance writing services monthly.

I look forward to bringing to your company the value of:

- A free audit and analysis of your marketing PR channels.
- A free Scope of Work Plan customized to your organization's needs and existing plans.
- Pay-for-Performance pricing based on Success-vs-Plan.
- Low-cost Content Marketing PR writing support to you and your team.
- Proven results from my years of experience at Pfizer, Cigna and Bank of America.

Rick Goulart
Rick@RGPRconsulting.com
(757) 685-8261