

November 2, 2025

These Terms & Conditions apply to all services provided by **Luke Ravell**, a freelance professional specialized in copywriting and Klaviyo email marketing.

1. Scope of Services

The services offered include (but are not limited to):

- Direct response copywriting (sales pages, VSLs, ads, etc.);
- Klaviyo setup, email automations, and campaign strategy;
- Email funnel mapping and lifecycle marketing;
- Strategic consulting on copy and email performance.

Each project will be formalized with a clear scope, timeline, and deliverables agreed upon in advance.

2. Engagement Models

Services may be hired through:

- **Hourly basis** (tracked via timesheets or platforms like Upwork);
- **Fixed-price projects** (with clearly defined milestones and deliverables).

A formal contract can be provided upon request.

3. Payments

- Payments are accepted via PayPal, bank transfer, Wise, or through Upwork.
 - Fixed-price projects require a **30% to 50% upfront deposit**, with the remaining balance due upon final delivery.
 - Hourly services are invoiced **weekly or biweekly**, depending on the agreement.
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4. Deadlines & Deliverables

- Turnaround times are estimated based on the complexity of the work.
- Revisions or changes outside of the original scope may affect delivery time and final cost.

5. Revisions Policy

- All projects include **up to 2 free rounds of revisions**.
- Additional rounds will be charged based on the current hourly rate.

6. Copyright & Usage Rights

- Full usage rights are granted to the client **only after full payment is received**.
- Unless a separate NDA is signed, the provider reserves the right to showcase parts of the project for portfolio purposes.

7. Cancellations

- Cancellations must be communicated in writing.
- If a project is canceled after work has started, the client will be charged for all hours or deliverables completed up to that point.

8. Confidentiality

All client information will be treated as confidential and will not be shared, reproduced, or disclosed without written permission.

9. Limitation of Liability

The provider does not guarantee specific financial results from the copy or strategy delivered. Results depend on various external factors such as traffic quality, offers, technical implementation, and market demand.

Questions?

Feel free to reach out via email: lukethewriter01@gmail.com