

Content pilot agreement

Between	[Your company name], company number [number], registered office [address] ("we", "us", "our")
And	[Customer legal name], company number [number], registered office [address] ("you", "your")
Date	[date]

1. What we will do

We will produce ten (10) finished articles from ten (10) briefs you approve, within thirty (30) days of the kickoff call. Each article is:

- a. researched against live sources and written to the approved brief;
- b. scored against a search rubric and an AI answer engine rubric, and revised until both clear target or the article is delivered to you with an explicit flag that it did not;
- c. held to the word budget stated in the approved brief;
- d. edited by a professional editor and returned to you as tracked changes on the original.

2. What an article is

One finished piece of up to 1,500 words, produced from one approved brief and human-edited once. A piece above 1,500 words counts pro rata against the ten, rounded up to the nearest half.

3. What you will do

- a. attend a kickoff call of about thirty minutes within one working day of payment;
- b. give us your style guide, brand guidelines and up to five published pieces you are happy with, or tell us there are none;
- c. approve, amend or reject each brief within three working days of receiving it;
- d. name one person with final approval.

If briefs are not approved within five working days of being sent, the thirty-day window extends by the length of the delay.

4. What it costs

\$2,500 (two thousand five hundred United States dollars), excluding VAT or sales tax, payable in full before work begins. No other charge arises under this agreement. [Tax wording, confirmed by an accountant]

5. What is not included

Design, stock photography, link building, ongoing strategy, articles beyond the ten, translation at volume, rewrites of an article produced to a brief you approved and subsequently changed, and any second full edit after you have rewritten a delivered article yourself. Any of these can be quoted separately.

6. Revisions

Each article includes one professional edit. If a delivered article does not meet the acceptance criteria at Schedule A, tell us within seven days of delivery and we will revise it at no charge until it does.

7. Who owns it

On payment in full, all right, title and interest in the delivered articles, briefs and images passes to you, worldwide and in perpetuity, with no attribution requirement. We retain no licence to reuse, republish or reference the deliverables, and we will not name you as a customer, publish a case study about you, or use your logo without your prior written consent.

8. Originality

Articles are generated from your approved brief and are not assembled from copied text. Research sources are used to ground the article, not reproduced in it. We do not run an automatic plagiarism scan unless that is agreed at kickoff and priced. If you identify a genuine match with existing published text, we will rewrite that article at no charge.

9. AI disclosure

Articles are produced by an AI content pipeline from a brief you approve, and are edited by a professional human editor before delivery. Whether you disclose that to your readers is your decision. We will supply a disclosure line on request, will not object to disclosure and will not require it. Where a platform rule, a client contract or a professional obligation requires disclosure, meeting that obligation is your responsibility.

10. Your material

We use the material you give us only to produce your articles. We will not use it for any other customer, as a sample, or in marketing. You may ask us to delete it at any time after delivery and we will do so within thirty days.

11. Confidentiality

Neither of us will disclose the other's confidential information to a third party except where required by law or to a subcontractor bound by equivalent obligations. This clause survives the end of this agreement by two years.

12. Ending it

Either of us may end this agreement at any time by written notice. You keep every article delivered and every brief approved up to that point. Fees for work already delivered are not refundable. Fees paid for undelivered articles are refunded within fourteen days.

13. Liability

Our total liability under or in connection with this agreement is limited to the fees you have paid under it. Neither of us is liable to the other for indirect or consequential loss, loss of profit, or loss of anticipated savings. Nothing in this agreement limits or excludes liability that cannot lawfully be limited or excluded.

14. Law

This agreement is governed by the laws of [England and Wales] and both of us submit to the exclusive jurisdiction of its courts.

Signed for [Your company]
Name / Title / Date

Signed for [Customer]
Name / Title / Date

Schedule A: acceptance criteria

An article is accepted when all six of the following are true.

#	CRITERION	HOW IT IS CHECKED
1	It matches the approved brief. Every H2 in the approved brief is present, the angle is the angle you approved, and the word count is within 15% of the budget in the brief.	Against the approved brief document
2	It is in your voice. It follows the style guide and tone of voice profile agreed at kickoff. Banned words and constructions do not appear. No em dashes or en dashes appear anywhere.	Style guide and banned-word list agreed at kickoff
3	It is accurate as far as we can make it. Researched examples and figures link to their sources in the text. A claim requiring your reviewer's sign-off is flagged rather than asserted.	The source links in the article
4	It has been proofread by a person. A professional editor at Proofed has proofread it, and their tracked changes and comments can be reviewed change by change in Austen.	The track-changes review in Austen
5	It has been optimised for search and AI answer engines, and both of Austen's scores are delivered with it as they stand. A score below 90 is reported, not treated as a failure.	The two scores delivered with each article
6	It is publishable. Title, meta description, headings, internal links where specified and hero image are present and correct.	The delivered file

What is not an acceptance failure

- A change of mind about the angle after the brief was approved.
- A preference for a different structure than the one approved.
- A request to add a subject that was not in the brief.

Each of those is welcome and is treated as a new brief rather than a revision.

How to raise one

Reply to the delivery email within seven days naming the criterion above that has not been met. We revise at no charge until it is met.