



## How I Work with My Clients

The process by which I work with my clients is summarized below:

### 1. Importance of Excellent Communication

As we work together, it is important that we have clear and succinct communication. During our project, the best way to reach me is through email at [Aneta@CopywritingWithPictures.com](mailto:Aneta@CopywritingWithPictures.com)

### 2. Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results. I will send you a link to the Questionnaire through Google Docs. Please return it to me as quickly as possible — for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

3-10 days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

### 3. Investment & Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by ACH Credit Transfer or debit or credit card.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

## 4. Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident that I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

## 5. Collaboration

As we work on this project together, communication is critical. Most of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Please send me an email and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc.).

If I will be working with a team, I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I STRONGLY encourage you to become familiar with Google Docs because I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document — no need to worry about sending wrong files or things getting lost.

## 6. Review of First Drafts

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope. When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft and/or third draft, as needed.

## 7. Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you. I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days,

depending on the breadth and complexity of your suggested changes. In all cases, I recognize that these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

## 8. Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

## 9. Final Approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

If the final copy will be sent to a designer for formatting. I request that you send to me a PDF of the final version so that I can double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

## 10. Transition to New Projects

Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made. We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

I look forward to this partnership of generating persuasive materials for you to achieve your goals. If you have any questions, please contact me at [Aneta@CopywritingWithPictures.com](mailto:Aneta@CopywritingWithPictures.com).

*Aneta ThinkOfAll*