

## Working with a Copywriter

*Thank you for considering a Copywriter for your business.*

You know, most people have never heard about Copywriters let alone understand what they do. So the fact that you've even discovered us means you're one step ahead of the masses!

Copywriting is not about stringing some words together to make your business look good.

It's about selling the benefits of doing business with you to your targeted customers in an authentic, credible and meaningful way.

In order to do this and do it well, your copywriter will need to find out as much as they can about your business, your ideal customer and the specific messages you want to communicate to them.

The first step in the process involves completing the *Copywriting brief*. This, as the name implies is an information gathering exercise and the most important part of the project.

To get a feel for your business, your copywriter may also ask you for copies of existing marketing materials such as brochures, flyers, product catalogues, and any other company information that may be relevant. It's your opportunity to tell your real story.

It's often from this information that priceless little gems are uncovered. These can work wonders with your audience and tilt your business in favour of the competition.

### **How I like to work with my clients.**

I find the best way to communicate is through email because it's quick and easy. On the other hand, copies of existing marketing materials and other relevant documents can be faxed.

I also enjoy working closely with the graphic designers and / or web designers because in the end, the voice and visuals should complement each other. This is particularly important when developing websites.

The fees for the individual project are quoted after completing the brief. They remain fixed provided the parameters of the brief are not altered. The copy itself can be revised as often as needed to ensure it reflects your business goals and values and most importantly, rings true with your customers.

*Gaby Ware*