



INITIAL CONTACT CLIENT QUESTIONS

CLIENT NAME & COMPANY:

What sparked you wanting to talk to me?

What exactly do you need?

What is the result you want?

When do you want to get started?

When do you need your copy completed by?

When do you need the project completed by?

Have you already found a designer for this project?

Will you want me to work directly with your designer?

Who will I be liaising with?

Are they/you also the ones giving final approval?

Have you worked with a copywriter before?

If not, then the usual process is:

- I'll send you a quote, usually within 24 hours. If happy, then we go forward.
- We compile the Creative Brief.
- I'll issue a contract or deal memo.
- When you've confirmed/signed the deal memo/contract (and sent a deposit when fee is over £200), then I'll start work.
- I may need to get more background info.
- I'll advise date for first draft of copy.
- When you receive first draft, you send back feedback.
- I'll edit and amend as necessary – I allow two rounds of edits as part of the deal.
- If all happy, we all pat each other's backs and you settle the invoice.

My usual terms and conditions are at: <http://www.lookherewriting.com/terms-conditions/>

Any questions, please don't hesitate to ask! I'm keen to know all about your marketing goals.