



INITIAL CONTACT CLIENT QUESTIONS

CLIENT NAME:

COMPANY:

Please describe briefly what your business does, and for who:

What sparked you wanting to talk to me?

What is the result you want?

If for a website, how many pages/sections are you thinking of, and what are they?
(could be Homepage, About, Services (and service sub-pages), Case studies, Contact, or others)

What is your target audience's biggest concern?

When do you want to get started?

Do you know when need your copy completed by?

When is the whole project due to be completed?

Have you already found a designer for this project, and will you want me to work directly with them?

Who will I be liaising with? And 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.
- 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.
- We compile the Creative Brief. If you also need a Discovery Session to clarify your messaging we'll do that now.
- I may need to get more background info.
- I'll advise date for first draft of copy.
- When you receive first draft, you give me 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.