

My unique approach...

I provide a full work process built around honesty and clarity. And I'm completely transparent with each step, so you know exactly what's going on. Keeping you in the loop every step of the way. My process means our project will run like clockwork. Check it out...



1. Meet & Brief

You fill out my 'hire enquiry' form to brief me on your project. Expect to talk about budget, deadline and yourself - I've got to get to know you! During this initial contact, I'll tell you how I can help and book a discovery call to learn more.



2. Plan & Quote

On our discovery call, we'll dive right into a deeper discussion of the services you need, the full complexities of your project and set realistic goals. We can do it on a phone call or video call - it's your choice. I'll also provide you with a quote for your project. 50% deposit is required upon acceptance.



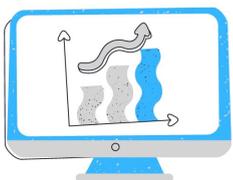
3. Research & Create

Yay! You decided to invest in some great copy! We must be a fantastic fit - let's get started! It's time for me to put pen to paper (or fingers to keyboard) and hammer out your epic copy. I'll start with research. This is the most important part of the project. I'll research your customers to get into their shoes for more powerful targeted copy. After this, I'll write the first draft. And I'll put it in wireframes focussed around UX and design that works with the copy!



4. Feedback & Edit

Wow, your copy has arrived! We'll schedule a call to discuss the first draft and I'll talk you through its features. Your copy has to represent you and your brand so I'll take all your feedback. I don't want you to hold back, we've gotta get this perfect. After our discussion, I'll make the agreed revisions. It's unusual for there to be a high number of revisions, but this can vary depending on the size and complexity of the project. When you're happy with the final draft you pay the other 50% and I send your brand new, completed copy.



5. Launch & Optimisation

Right, your shiny new copy's done. But you ain't gonna get rid of me that easy! I'm gonna stick around a while - I've become quite attached to your new masterpiece! I want you to get the best results so I'll be by your side as you launch the copy. We'll watch how your customers interact with it and see your sales soar! That's what it's all about, right? If the data shows opportunities for optimisation, I'll provide the necessary tweaks. And now I'm free to start another project with you - don't forget me, will you?

Ready to work with me? Scan this QR Code to get started...

