



The 5-Step Process

Sandra has developed a simple 5-step process, designed to start the copywriting project off right, and minimize the amount of time you as the client spend on this project.

STEP 1:

She sends you a questionnaire about the project. If desired, she and you can go through it together.

STEP 2:

Sandra

- reviews the answers to the questionnaire
- looks over any reference materials you provided
- puts together a list of additional questions she may need answered (usually about your services and your target audience) before she can write the copy

STEP 3:

She writes the first draft and sends it to you in 10 to 20 business days, depending on the size of the project.

STEP 4:

You review the draft and make note of any tweaks or changes. She can review your feedback with you online if you prefer.

STEP 5:

She makes any revisions and sends the copy to you. You're never charged for revisions; they are done on her time, which keeps the project fees from climbing.