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# Getting Started Guide

Read on to learn more about what I do and how I do it.

Let's make sure we're a fit for each other!



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# Outline

Copywriting Fun Facts

My Process

FAQs

Next Steps

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# Copywriting Fun Facts

All signs point to **unique, audience-focused, and engaging communication (aka copywriting)** as the common thread and key ingredient for success in today's online and offline channels.



# According to the “100 Must-See Digital Marketing Statistics” (November 2017, Smart Insights.com):

- Ecommerce is growing 23% year over year
- Sending/receiving emails and finding information about goods and services are the most popular internet activities
- Email and SEO are the most frequent sources of traffic
- Content marketing has become an almost universal tactic, with almost 90% of companies using it in 2016, and more in 2017



# When I started my business, I wanted to do things differently and work with people who:

1. Can make (and act on) every business decision. No committee work.
2. Are quick and decisive. You understand your audience and you're happy to leave the detail work to me.
3. Value the time spent researching and studying their market.
4. Can commit the required time to complete this project.
5. Are proud and excited about their products / services.

I'm not interested in selling to you. Instead, I want to help you create something that clearly and effectively speaks to your customers and grows your business..





# My Process

# 1. Hi, let's chat!

- WHY this project and why now?
- WHAT are your business goals if successful?
- Do you have a budget for this?
- WHEN do you plan on starting?
- WHO is gonna be involved?
- Is this the first time?



**What's in it for you:** you'll get a quick and clear idea if working with me is something that's *right for you* and your business.





## 2. A quick look into the future

- On a call we dive deeper into your business, the problem and what solving it would look like.




**What's in it for you:** this will help you clarify the *why* behind the project and what the financial upside can be for you, if successful.



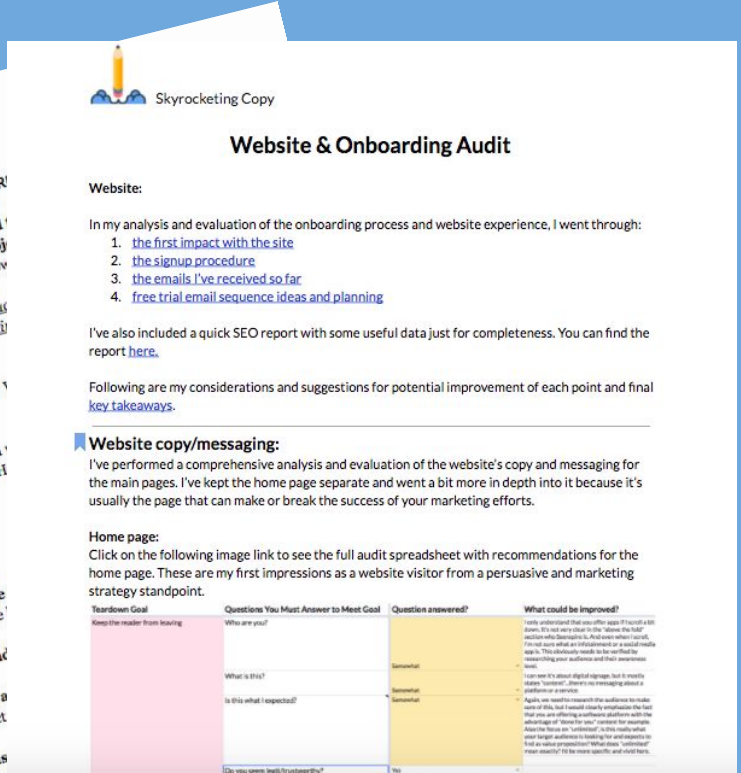
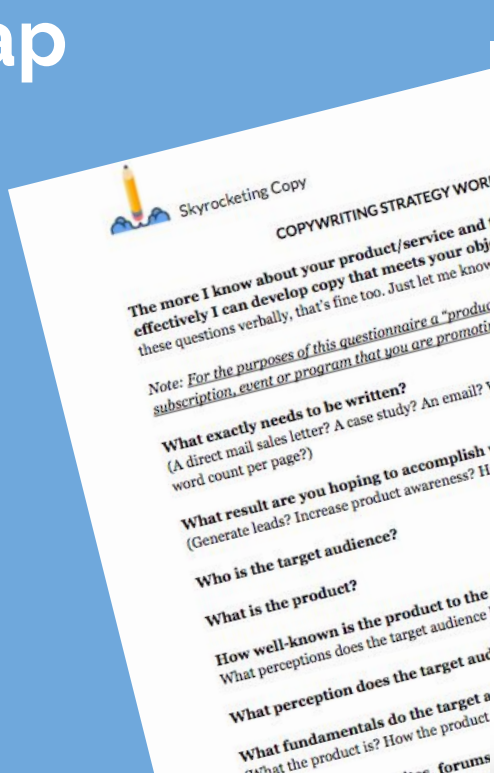
### 3. A Roadmap for success

- “Copywriting Strategy Worksheet”
- Website & User Onboarding Audit

 **What's in it for you:** you'll have a plan of action to overcome your obstacles and reach your business goals as quickly, economically, and reliably as possible.



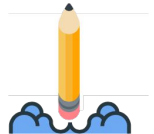
# 3. A Roadmap for success



## 4. Ready, set...go!


- Statement of work you can sign electronically and final quote.
- I may also ask you for any research, analytics, and other info I will need.

**What's in it for you:** I'll schedule your project to start asap (usually 1 week) and you'll be sure we can get to the best possible solution within your budget.



## 5. Getting things done

- Researching your market and target audience,
  - what it takes for them to take action
  - how they talk and what are their deepest hopes, fears and dreams
  - look into your competition
- Wireframe or outline
- First draft + notes and questions or suggestions.

 **What's in it for you:** you'll not have to worry about me disappearing. I will send you regular updates on every important step of the process and deliver you an amazing first draft full of useful insights.



# 3. Getting things done

SECTION	MESSAGE
UVP	
MOTIVATION	
VALUE	
ANXIETY	
CTA	

## Email Survey for Existing Customers

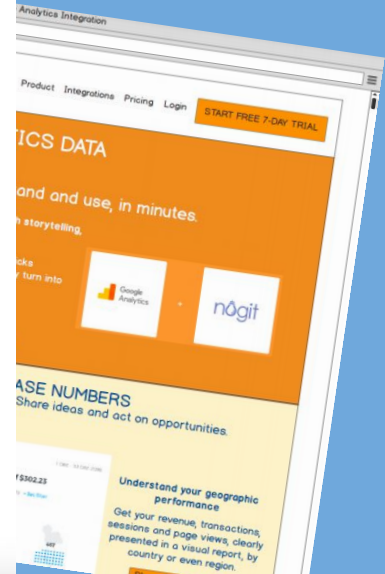
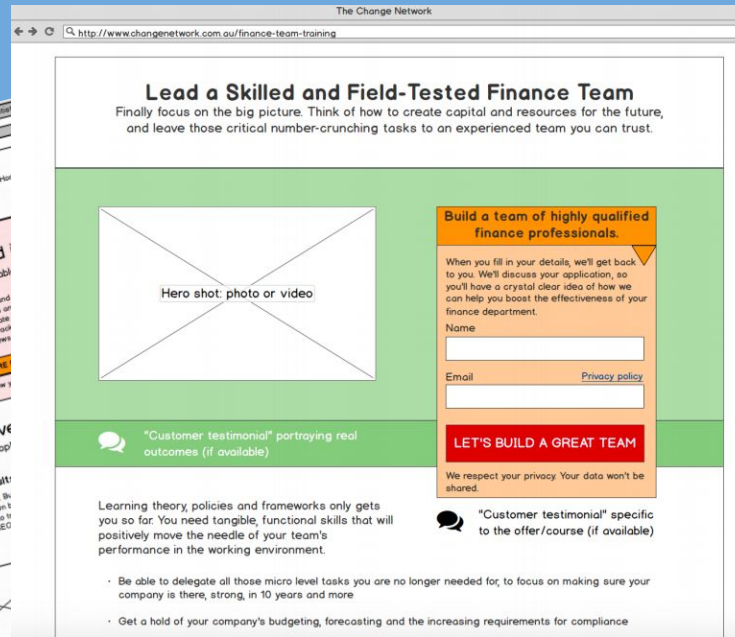
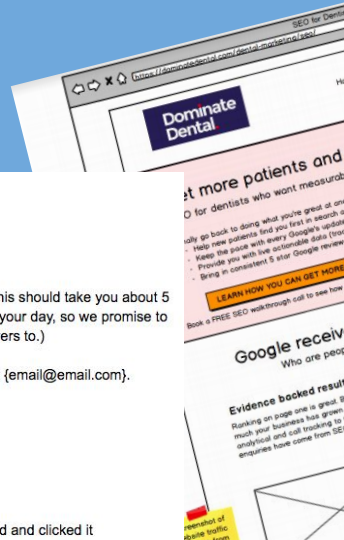
Help make {COMPANY} be.eri!

We really appreciate you taking the time to answer our questions. This should take you about 5 minutes to complete. (We know that 5 minutes is a lot of time out of your day, so we promise to only ask you questions that we really, truly desire your specific answers to.)

If you have any questions or concerns, please contact me directly at {email@email.com}.  
Thanks!  
{Name}, {Role}


1. How did you first hear about {product/service}?

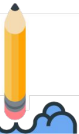
- A friend told me about it
- I googled around looking for [ text ]
- Heard it suggested in a comment/forum on [ text ] I saw an ad and clicked it



## 6. Review and editing


- You take a look at the first draft and give me your feedback.
- We discuss it together and see where to change things up if needed.
- When you're happy, I invoice you for the project and deliver you the final documents.

 **What's in it for you:** you'll have all you need to reach your business goals.  
Mouth-watering, powerful copy that will make your visitors beg for what you offer.



## 7. Optimizing

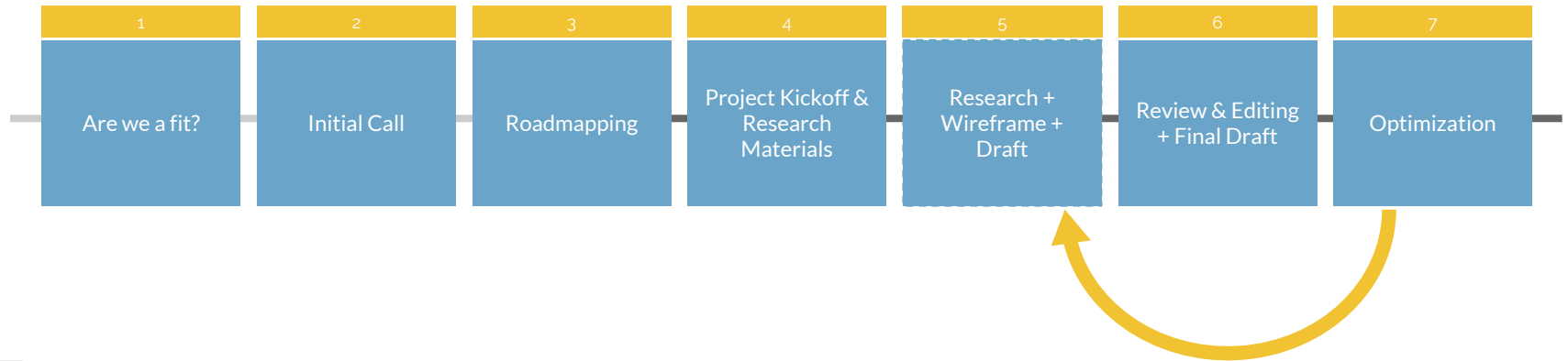
- You measure the results
- If needed I draft variants so we can always keep improving

 **What's in it for you:** alternative/optimized pieces of copy you can test to always keep on top and maximize your ROI.





# Timeline





# FAQs

## *Where can I see your previous work?*

Take a look [here](#)!

## *What if you miss a deadline?*

This has never happened, but if it does, I'll happily discount your final rate.



## *What if I miss a deadline?*

This whole process works because we both have strict deadlines. If you can't dedicate time to the project, this isn't a good fit. That said, if it should work, but you can't keep up your end of the timeline for any reason, billing at my day rate starts after the end date passes.

## *What is a round of revisions?*

One round of revisions means that you give me a single list of the changes you'd like made. Because this work is done on a timeline, it's important to sum up all your thoughts and changes in a single place (one call or email) and to hand those over to me.





# Next Steps

## Let's see if we're a fit

Check out your email. You should've received a link to a few questions that will help each other know if we're the perfect fit for this project.

(Or just get started [here](#))

*“With the variety of clients I work with, it's not easy to find someone who can get into every project with such a willingness to research and adapt. Chris has been killer to work with. He brings an outside view and spot on input into everything we work on.”*

- Josh Boone, Pure Web Results

