

# The Copywriting Process



*The copywriting process is fairly standard whatever the project. Below is a guide to how the process will work. This is not set in stone however, so should your project require a different approach we will ensure that all your needs are catered for.*

1. You will provide us with a detailed **brief** for the copy that your project requires. Within this brief you should inform us:
  - Who your target audience is.
  - What tone you want to convey.
  - What you want to achieve from the document – is it for information, to generate sales, generate enquiries, build company image etc.?
  - If you are selling a product what are its features, benefits and your unique selling point?
  - Are there any brochures/documents already in existence about the product? If so sight of these would be useful.
  - Any other information you feel would be of use to us.
2. We will then create a **first draft** which will be forwarded to you for your comments. If you require any changes please let us know and these will be carried out.
3. After making the changes you requested we shall produce the **final draft** which will again be forwarded to you. At this stage we can make minor adjustments however if you wish to make major changes (due to a change in the original brief) we may need to make an extra charge.
4. Once you are happy with the wording we shall ask for your **formal approval or sign-off**. This will be the confirmation that you are happy with it. We will never print or publish anything that you haven't personally approved.