

My Copywriting Process – The approach I take to writing your marketing copy

Click the link to learn more about the benefits of [Direct Response Copywriting](#).

The steps	What's Included
(STEP 1) RESEARCH	Gather material on your product or service from: <ul style="list-style-type: none">■ Previous ads (printed or online)■ Brochures■ White papers and Case studies■ Sales proposals and sales letters■ RFPs (request for proposals)■ Catalogs■ Specification sheets■ Press releases■ Annual reports■ Blog posts and other social media activity■ Articles■ Speeches■ Company memos■ Company intranet and public websites
(STEP 2) STUDY & LEARN	Learn all I can about your offer and your positioning
(STEP 3) ASK QUESTIONS	Interview you and designated company members about your offer and target audience. My questions pertain to: <ul style="list-style-type: none">■ Product benefits and features■ Differentiation points■ Audience demographics, psychographics, customer purchasing history, concerns regarding price, performance and customer support■ Social media and online groups customer and prospects participate in■ The types of publications your audience(s) read■ What conferences and trade shows are attended■ Organizations your audience belong to
(STEP 4) IDENTIFY YOUR GOAL	Determine what you want your copy to do <ul style="list-style-type: none">■ Produce qualified sales leads■ Convert shoppers into paid customers■ Increase web visibility (rank higher in search engines)
(STEP 5) DRAFT COPY & SUBMIT FINAL DRAFT	Your fee includes two rounds of revisions, plus minor updates up to 60 days past final billing.
(STEP 6) SUBMIT FINAL COPY	All revisions are made. Content is proofread (3 times!) and submitted to you by email along with your final invoice.
EXTRA!	You may request a copy outline before copy draft is submitted.