



WRITE
FREQUENCY

COPYWRITING

HOW IT WORKS —→

While every client is different, Write Frequency generally works over five main stages. All are important in developing the copy you need.



1: Scoping the work

We like to get all expectations clear from the outset. That way, everyone's satisfied.



You tell us what you need, when and how. You can tell us by email but it's generally best over a call. That way, we can have a more dynamic chat, both ask questions, and get really clear on scope and resources.

We'll then return to you with a (usually) fixed quote by email. If you're happy, we draft up a terms of reference and submit a more formal offer outlining the full parameters of the work.

Once you've formally accepted this offer and paid the advance, we get to work.



2: Gathering insight

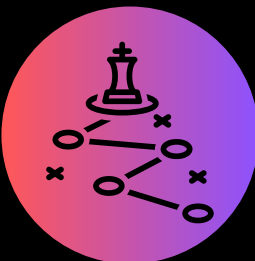
Great writing really does require great insight. The more information you can give us, the better your copy is going to be.



We need to clearly understand the benefits of your offering and what makes it special; your brand and how you want to express it; your target audience, how they're going to get to this piece and what you want to achieve with it. That means we'll need a bit more of your time. And if you don't have data, we can even do a little extra research, if it's agreed.

3: Strategy formation

Armed with the information we need, we sit down and look at how we're going to achieve your aims.



This is an important chance to explore and exchange on strategy.

If you've already told us how you want it done, we may take a moment to make sure that it's the optimal approach given your goals (you'd be surprised). Yours is always the final word and in all cases we deliver happily and with a bow.





4: Write, think, rewrite, drink tea



So, here's where we really roll our sleeves up.

At this stage, we'll write, read, research, think, re-write, read aloud, drink tea, delete, re-write, think, read aloud again, re-write, tweak, delete and so on. There won't be a word left unturned and we'll work until we have something we think will really fit the bill.

At the early stages of this process we'll pass a proof by you so we can check we're on the right track before we head on down it.

We'll deliver a first full draft to you in either Word or Google Docs. If needed, we'll also send you a pdf wire frame (basic digital sketch) with suggestions for structure and lay out.



5: Review and finalisation



Your detailed constructive critique adds the polish needed for a great piece.

Your feedback on a piece is really important. Don't hold back but do be specific; we welcome the input and it's the only way you'll get what you're really after. At this stage we ask that you take a bit of time to read through the piece and give notes in the comments.

Usually, we'll also meet with you to discuss the draft and make sure that we're clear on all the amendments you need.

We'll have agreed the number of reviews in advance but we'll always make sure you're happy with the result before we hand over the final copy.

6: Feet up and watch the sunset

Got a project you want to explore with us?

Reach out for a chat

Book a slot

www.writefrequency.com