COPYWRITER CONSULTING PACK

QUESTIONS, CALL SCRIPTS, AND CONTRACTS

Everything you need to onboard new clients and seal the deal

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1. New Client Questionaire

Send these to the customer before you get them on the phone. Or you could create a page on your website using Google Forms for people to complete on your contact page.

These questions will help you identify your prospect's marketing challenges and how you can help.

1. How long been in the business?
2. Why are you in this business?
3. what is your current biggest challenge?
4. What are your dreams and goals?
5. What would you like to achieve if we work together?
6. Where do you advertise?
7. How is that working for you?
8. If not, what do you think you're doing wrong?

2. Product Questions

You could then followup with product related questions or save these during the call:

1. Describe your product?
2. Who are your competitors?
3. What makes this product different or better from all its direct competitors?
4. What is your personal story to creating the product?
5. Who is the ideal customer for your product - age, location, income etc?
6. What are their desires and fears that drive them to want your product?
7. What are the top frustrations they have, living life WITHOUT your solution?
8. What have customers said about this product?

9. What are the most common objections or complaints you get about this offer?
10. How much does the product cost? Why is it that price?
11. What marketing campaigns have you tried already? What were the results?

If they've answered at least half your questions with enough information, you're now ready to get them on Skype.

3. How to Manage the Call

Here's how to manage the call:

Start with general chit chat about the weather, sports, kids, or whatever.

Then kick things off by saying, "*Great, so let's get down to business. I have another call in an hour about another project so let's get started.*

Thanks for replying to the questions I sent you. I still need a few more to clarify where your business is now and how I can help.

Then work through these questions (delete the ones they answered in the questionaire and any that arent applicable):

1. What niche are you in?
2. Why did you decide to focus on this niche?
3. What are your goals for this project?
4. Who are your chief competitors?
5. What do you know about how they are doing?
6. What makes your product unique or special?
7. Do you have any test results, testimonials or case studies to prove your product works?
8. Do you have an in-house expert we could use as the author of our ads?
9. What is the price of your product or service?

10. How did you come to that price?
11. Would you sell at a higher price if it would convert?
12. How many are you currently selling per month?
13. How many do you want to sell per month?
14. How many can you handle selling per month before it stresses your system?
15. What are your 30, 60, 90, and 365 day goals?
16. Do you have a website?
17. What's the conversion rate (the percentage of visitors that buy)?
18. How are you getting traffic, or plan to?
19. Have you tried running marketing campaigns already?
20. If so, what did you run and what were the results?
21. How will you buy traffic?
22. Are there any upsells?
23. Do you know your average customer lifetime value?
24. What is the refund rate?
25. Do you have an email list?
26. How often do you email your list?

4. How to Present Your Quote

It's then optional whether you quote a fee now or say you need to go through your notes and then respond later.

You could say *"I'll give you a price after the call and Ive run some numbers, done extra background research and decided whether I can take this on."*

Or, when quoting on the call, say "*My prices are not low but they're reasonable and competitive."*

Then say "*to get the results we're aiming for your investment to hire me for this project will be X.*"

Then pause and wait for them to speak.

If they ask for a discount tell them you don't offer discounts. But what you can do is take items off the project to meet their budget.

If your price is reasonable but they say it's too high then it's a warning sign they don't value your skills highly enough. It could also mean they don't have the funds needed to make the project a success.

In which case, politely say you're sorry you wont be able to work together and wish them luck on their project.

However, if the call went well, you offered value, and they agreed to your fee the next stage is to send them your proposal outlining what was discussed, the services you'll be providing, and the agreed fee.

Send reminder 24 hours after sending your proposal. Then 72 hours. Then 1 week. Then just check in with them from time to time to find out when they'll be ready to get the project started.

5. Rules of Engagement

- Never quote based on time or an hourly rate. Focus on 'value' instead in terms of the profits you can deliver.
- When giving a time estimate triple the time you think it will take
- Never make yourself constantly available
- Dont accept spec or contingency fees
- You can offer 10% discount if 100% is paid upfront
- Consider creating a waitlist for people to work with you to create exclusivity

- In the worst case scenario that a client asks for a refund, offer to rewrite the copy instead
- Always bill for extra tasks and 'scope creep'

6. Copywriting Services Agreement

Here's the copywriting services agreement I use. Go through and edit the details and terms as you see appropriate.

Then send using Hellosign to get a tracked digital signature. It's free for a few documents a month:

This **Agreement**, effective (date) _____ is between _____ with its principal offices at _____(client) and

INSERT YOUR COMPANY ADDRESS

Subject to acceptance of the assignment and your acceptance of my quotation, I will provide the service(s) as follows:

PROJECT: Ongoing provision of copywriting services

TERMS

General

I always provide a written quotation free of charge. For efficiency, this is usually forwarded by email within 24 hours of receiving your brief.

For one off projects a 50% deposit of the project fee is required in advance with the balance of 50% due upon final delivery of the work.

Ongoing work will be billed monthly and payment is due within 28 days of receipt of invoice, which will be forwarded by email at the start of each month. In the case of ongoing or delayed projects, work is subject to invoicing in stages.

If a project quote or estimate has been provided, it will be based on your specifications and therefore, if those specifications or conditions change, the quote or estimate may also be subject to change. See 'Changes in Project' and 'Cancellation', below.

Payment Method

INSERT YOUR BANKING DETAILS

Copywriting services are supplied under the following terms:

Changes in Project
If you significantly alter the nature of the project, instructions or input after work has begun, and if such a change requires additional time to be afforded to the project, proportionate compensation for that time is subject to being billed at the rate of $XXX per hour.

Cancellation
If I have started work on the project and you decide to cancel the project for any reason, a charge will be made based on actual time spent (based on the rate of $XXX per hour).

Input
Before work begins, you should supply all information required for writing the copy. If further information or clarification is needed, you will provide this information (if available) upon request. If you are unable to provide the required input, I may need to undertake research, in which case I will inform you in advance and make any appropriate arrangements as necessary. Unless anticipated, such fact-finding may represent a change in project.

Schedule
Work will commence and be completed, upon acceptance of an 'agreement' to my terms, quotation or estimate. All assignments are subject to my acceptance and availability.

Revisions

Submitted work should be reviewed as soon as possible and in all cases within 48 hours. Requests for reasonable revision of work is acceptable and will be undertaken without further charge. However, further requests for revision, modification, alteration or any other change may be charged for, at the normal rate.

Copyright Ownership
I reserve the right to ownership of all copyright until the work has been accepted and paid for in full. This does not include work that has been submitted to me for rewriting, e.g. Rewrites for US to UK.

Your Liability
Information provided by you, for the purpose of producing work on your behalf, must not knowingly breach any law or regulations or infringe upon or violate the copyright, trademark or other proprietary rights. Information should not be of a confidential nature relating to any third party or violate any right of privacy. You agree to indemnify me, any employees and agents, from any and all liability, damages, losses, claims, actions, judgments, and costs arising as a result of infringement upon a third party's rights.

My Liability
My liability shall be limited solely to the fees paid for creative work produced on your behalf and at your request. I cannot be held liable for any consequential or special damages such as loss of profit or legal challenges arising due to the use of my work. Work is supplied under the assumption that you will run your own legal checks before it is published. Should any legal issues arise they are to be pursued through the UK legal system where my company is registered. As testing is an integral procedure of marketing communications and strategies, anticipated results cannot be guaranteed.

Promotional Use
I reserve the right to present to others, for promotional purposes only, any work I have produced, in its finished format or layout including text and or graphics in either hard copy or any other form (unless specifically prohibited by a formal non-disclosure agreement). I will not, without your permission, present work that has not yet been published, distributed or become common knowledge, unless a reasonable time period has elapsed.

All information provided to me for the purpose of any project will be treated as confidential and will never be passed on or shared with any third party. I respect your privacy.

I, the undersigned, have the authority to enter into this Agreement and agree to accept the quotation and the terms as set out herein.

Signature for Client: _____
Date:_____

Writer's Signature: _____
Date:_____