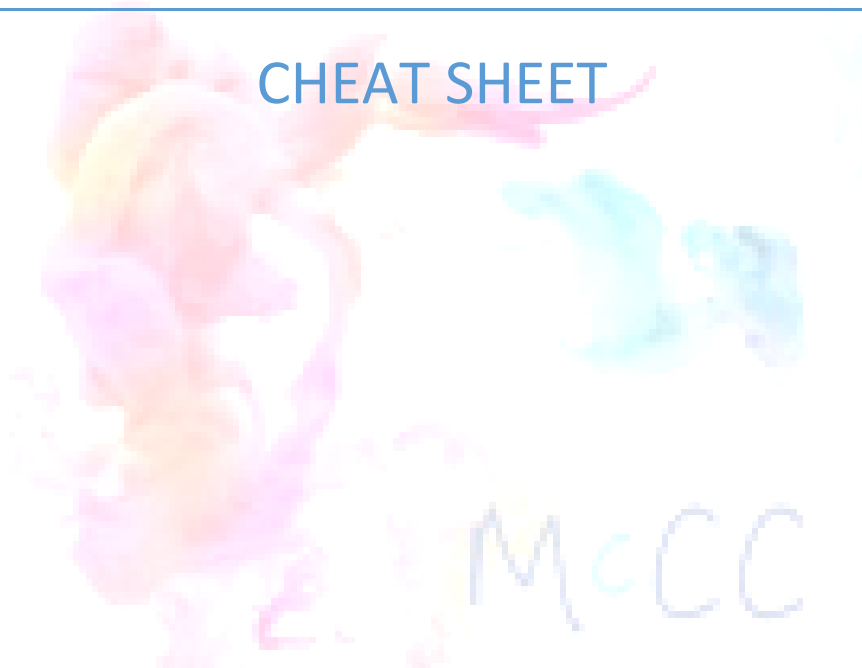




THE COPYWRITING PROCESS

CHEAT SHEET



The requirements of copywriting projects vary from client to client, however, there is a fundamental process that should be adhered to. This process doc will provide the necessary structure for your relationship with McRae Communications Consultancy.

Scoping Stage

- Each project to be scoped – before an estimate/ball park is provided. We endeavour to provide an estimate within 1 working day.

Briefing Stage

- Each project will be comprehensively briefed in by the key contact point – before a final price is quoted. More information on briefing can be found on the [McRae Communications Consultancy](#) website.

Pricing

- A price will be agreed and signed off between McCC and the client. Price will be dependent on scope of project, research requirements, delivery and timings. As per our PRICING policy on the [McRae Communications Consultancy](#) website, urgent projects will attract a proportionate fee which will be agreed in advance. The scope of the project will be signed off to avoid project creep.

Research

- For each new client and each new project, a research phase will be conducted. At this time all supporting materials should be provided. McCC will also conduct relevant research to gain an overall feel for client's request versus market conditions. Clients should allow at least TWO working days for this phase.

Key Messaging

- This is often the most overlooked stage of the process. Establishing the hierarchy of messaging upfront is key to targeted and effective communications. This stage covers value propositions, key messaging (HIERARCHY AND TARGETED MESSAGING TO EACH AUDIENCE). Clients should allow a minimum of TWO working days for this phase, depending on scope/scale of project – larger scale projects can take up to a couple of weeks to fine tune this stage.

Concept Development

- Provided when time allows to explore different approaches to communicating the key messages.

Writing, editing and proofreading

- Client should allow for a three draft process. This includes first draft and TWO reviews/feedback sessions/ – to complete the drafting process. Please note: Writing and editing are separate phases from Final Edit/Final Proofread/Artwork Review and Sign-off.
- Once the draft phase is complete, we move to editing/fine-tuning/fact checking/checking telephone numbers etc.
- ONLY WHEN ALL TEXT IS COMPLETE do we move to proofreading. Proofreading should ideally be done on the day after any writing (or with maximum distance from project). A fresh set of eyes always picks up the detail far better than a writer who has worked continuously on a project. Ideally, we suggest TWO separate proofreads before artwork placement to pick up inconsistencies/matching up headings/typos/grammatical errors/repetition of words/stray words/passive voice

Artwork Review & Sign-off

- Before sign-off on a project, a PDF of all artwork must be supplied. This will ensure text has been applied and linked in correct order. Any stray orphans and widows will be identified. Images should relate to text and balance between copy-driven and image-driven messages will be assessed. This process allows for one final sanity check **before copy is signed off**. If McCC is unable to view a final artwork PDF, they cannot be held accountable for errors made at the layout stage. Once final sight of all changes has been viewed, McCC sign off on project.

Invoice and payment options

- McCC will issue an invoice on the day of sign off for efficient house-keeping on behalf of the client. Payment terms are within 30 days. Overdue payment will incur a proportionate percentage fee.
- McRae Communications Consultancy provides a range of payment options. Electronic transfer to McRae Communications Consultancy is preferred.

Testimonials and quotes

- Upon completion of your project you may be asked to provide a testimonial or quote. In return McCC will be happy to promote and credit your business on our website and any company marketing materials.