

The Copywriting Process

There are a million ways to say something – it's our job to find the right one for you, but we'll need your help to understand what 'right' means.

Step 1: The brief.

This is you answering a lot of silly questions. This will tell us what your project needs to do, be, say and to whom. It will also mean we can give you a guaranteed quote.

Step 2: The sample.

Getting the tone of voice right for your company is crucial. So we'll write you a sample of your project. We want to know how it makes you *feel*. Does it *feel* like it reflects your brand? Do any bits *feel* wrong to you? We'll work together until it's right, then use it as a tone guide for the rest of your project.

Step 3: The first draft

Next we'll send you a first draft. If it's perfect – pats on back all around! But chances are there'll be bits that need changing: emphasis that needs swapping, details that have gone awry, or words that just stick out to you.

Step 4: The Feedback

We want to hear what's wrong with the text, so we can get it right. We're copywriters, not artists, so we're not worried about changing our work to suit you. Tell us, be honest, be brutal if you need. We can take it.

Step 5: The sign off

Once you have a piece of text that perfectly fits your brief, let us know. We'll crack the champagne and drink to our shared success.