



FOR DESIGNERS & AGENCIES

Why it's in your best interests to hire a copywriter (& how to persuade your clients)

Words and design make for powerful collaboration. I believe in the synergy from the partnership of two distinct vocabularies and its benefits: more targeted and memorable communications.

Please see “7 Reasons to Hire a Professional Copywriter/Editor” for ways to persuade your clients to hire a freelance copywriter or editor.

I'd like to point out the added value this collaboration brings you as a fellow communications professional:

Client research: As a writer, I can do in-depth research on the client, assist you in fact-finding or build on what you've already learned. So, together, we have more information with which to craft an effective piece.

Point-of-view: Whether it's five blind men examining an elephant or “Rashomon,” different people see things differently. Strengthen the services you can offer a client by bringing in a writer's perspective.

Creative discoveries: Visuals and words can inspire each other. We can brainstorm together about themes and content. I can take your visual direction and come back with language that completes the picture. Or my copy may give you a starting point. The process is give-and-take, energetic and client-friendly.

Architecture: Good copy can bring structure to a piece, whether it's a newsletter, brochure or an annual report. How to organize the material to tell the best story is top priority on both our lists.

Details: A writer loves those nitpicky details about language: commas, verb tense, spelling, line breaks – saving your design-focused eyes from double duty. I can provide you with complete services until project's end, including proofreading. (I know how clients hate it when a mistake slips through.) It all adds up to the most professional piece possible.