



Get the most out of your writing dollars

Here are five simple, insider tips for working with a freelance copywriter or editor. Follow them and you'll get more out of the experience.

TIP 1: Share your story.

Be willing to tell me what you do. Welcome questions, even probing ones. I'm on your side. I know you're busy. That's part of the reason you hired me. Take the time now to tell your story, and it'll pay off long-term.

TIP 2: Trust me.

Trust that I will carefully consider each word, each phrase, employed on your behalf. I will think about their meaning, sound, rhythm, impact. My writing doesn't come out of some pre-fab word factory. I won't just pull some solution off a shelf.

You know your business better than I ever will. Trust that I will do my best to learn its most salient points. I may not get all the details right on the first draft. That's what revisions are for.

TIP 3: Be flexible.

You may hire me with an idea in mind of how to tell your story or your client's, even what that piece looks like. Often that original idea works beautifully beginning to end (especially since designers usually do their own research). Occasionally, I'll discover something in the research phase that may suggest adjustments in that plan.

TIP 4: Word counts don't always count.

Sometimes people will say to a copywriter, "My project doesn't have many words."
Translation: "This shouldn't take any time or money to produce."

Truth is, it can be more difficult to write a piece with minimalist copy than with extensive text. Why? Because each word carries more weight. Each must be handpicked. Often, the rhythm of a short piece is more crucial as well. It's not something for you to worry about, but it is something I'll care about for you.

TIP 5: Take full advantage.

As your copywriter, I'm a member of your creative team. I work best when provided sufficient background, included in initial project planning if possible, and given visual inspiration from your design ideas. Take full advantage of my capabilities, and we'll both end up pleased with the result.