

L.L Creative

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*Working with a  
copywriter*

An easy 6-step guide to understanding  
L.L Creative copywriting process

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L.L Creative  
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Copywriting is mainly a collaborative process. You know your business better than anyone else and your input plays a key role in creating the perfect copy! That's why the first step in our collaboration is really important.

## 1 > *The Brief*

Either face-to-face, phone or by email.

The brief must be clear. It tells the writer everything he needs to know to produce an effective first draft. The more information you can give to a writer, the better the end product will be – starting with:

- \* Who is your company? Your products? Your customers?
- \* Why customers buy from you? What is the benefit you offer?
- \* What is the right voice for the piece?
- \* How do you want customers, competitors and general audience to see you?

This is also an opportunity to define the word count, style, deadlines and specific tasks you would like me to address.

## 2 > *The Quote*

A full brief will allow the writer to produce a detailed estimate and a proposal based on your specific needs and requirements.

## 3 > *We agree and the work starts!*

## 4 > First Delivery

The writer researches, thinks, writes, edits... And when ready, he emails the initial draft to you in a Word document for your review.

\* Is the tone/approach match what you're looking for?

\* Are all relevant information included in the copy?

Don't be shy. A honest feedback is crucial here. We do not want the copy to be just ok, we want it to be GREAT! The more information you can give about your likes/dislikes, the less work you'll have to do in the future.



*Thrilled? Mission accomplished!*

If it needs refining, email back your feedback (or call or meet up) and the writer will create a second draft.

## 5 > Second Delivery

After he reviewed the document according to your feedback and comments, the writer emails back the second draft to you.



*Excited? Your copy is successfully completed!*

If further refinements are needed, email back the changes and the writer will produce a third and final draft.

## 6 > Third and Final Delivery

∞ The copy is a complete success! ∞



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*Creative Writing &  
Translation Services*

If you would like to schedule an initial consultation or have any specific questions about my services, please contact me via email at [lauralacour.creative@gmail.com](mailto:lauralacour.creative@gmail.com).

*I look forward to working with you!*

*Website //*

<http://llcreative.weebly.com/>

*Portfolio //*

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