

What to Look for in a Copywriter

- ❑ **Decide What Type of Copy You Need:** Are you looking for full sales letters, autoresponder promotions, short ad text, banner copy or shopping cart descriptions? Not all copywriters will do all types of content, but many will.
- ❑ **Ask for Referrals:** Talk to other business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.
- ❑ **Ask to See a Portfolio:** Due to privacy concerns, copywriters may not be able to show you all the work they've done for clients, but they should have a portfolio for you to look at. Be sure to ask for samples.
- ❑ **A Full Explanation of the Writing Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.
- ❑ **What is the Project Turnaround Time?:** Find out how long it should take to complete your project and find out how they handle unexpected delays (i.e. They have a staff that can help, etc. while they oversee the quality of the work)
- ❑ **In What Format Will You Receive the Work?:** Most copywriters, just do copy and you can expect your copy to be sent to you in some kind of text document. If you are looking for a fully web-formatted sales letter, for example, you should clarify this first.
- ❑ **Beware of Price:** Good copy costs good money, but a lot of novice copywriters are aware of the fact and may charge more than they're worth. If you are paying premium prices, be sure to do your homework and uncover the copywriters track record of results.
- ❑ **What Will The Project Cost?:** Rates vary greatly and the way copywriters calculate projects costs varies widely. Some may charge per project, some per hour and others per page. Make sure you understand what you're getting into from the beginning.

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