

Freebie guide

How to make the most of your copywriter



Effective copy is vital to achieving the business results you desire. Since copywriting takes time, and because it's a rare and precious skill, many choose to outsource it to a professional.

Using a copywriting service isn't like buying a product off a shelf: it's a collaborative process. To help smooth the way, here are The Giles Agency's eight simple tips for making the most of your copywriter:

1.

Make sure you're ready to bring a copywriter on board

You should be clear about what you want to have written and possess the relevant information. This will ensure that you get the most out of your copywriter's time while minimising costs.

2.

Share your vision and unique brand image

To help your copywriter build on your image, tell him or her about your brand, including the personality you hope to project and what sets you apart from the competition.

3.

Articulate the intended purpose of the copy

To produce effective copy, your copywriter needs to understand your goal. Do you seek to build brand awareness, or do you want customers to act on a limited-time offer?

4.

Define your target market

This will enable your copywriter to customise the copy and speak the audience's language. If possible, supply a detailed profile of your typical or ideal customer.

5.**Provide all relevant info and define the key message**

Don't assume your copywriter knows everything you know. Tell your copywriter what you want to say, highlighting the key points, and he or she will figure out the best way to say it.

6.**Furnish a style guide for a consistent corporate image**

Should your copy be in American or British English? What terms should be capitalised? Let your copywriter attend to these finer professional details, so you don't have to.

7.**Provide detailed and specific feedback**

Copywriting is a collaborative process, so any first draft will likely not be the last. Give clear and specific comments, and aim to do so in one go to avoid to-ing and fro-ing.

8.**Trust in us**

Having said that, your copywriter is a professional and you can afford to trust in his or her carefully honed writing instincts. If in doubt, ask your writer to explain his or her thinking.