

Little pink process



1. Brief

I'll email you the BRIEF – or we can nut it out in person. This Q&A informs everything about the project – your goals, your differentiators, your voice, your key messages, the scope. The more detail you provide, the better.



2. Quote

Once you've completed the BRIEF, I'll use this information to compile a comprehensive quote.



9. Copyright

During the copywriting process, Little pink typewriter retains copyright over all the work produced. Once you've signed the COMPLETED form and paid the FINAL INVOICE, the copyright is transferred to you.



3. Quote acceptance

If you're happy with the QUOTE, just sign and return it, and pay the 50% deposit to commence work, and we're good to go!



8. Final review

The changes after the second review should be minimal. I'll implement these changes and submit the final draft to you for review. Once you're happy with this draft, simply sign the COMPLETED form and pay the FINAL INVOICE and the copy and copyright is yours. This form signifies your acceptance of the finished product and transfers the copyright to you.



4. First draft

I'll then get cracking and write the first draft of your project. For larger jobs – such as websites – I'll write a sample page or section to ensure you're happy with the tone and style of the copy.



7. Second review

The copy should be telling your story now. This is why the BRIEF is so important – if I understand your business and goals up front, there shouldn't be too many reviews – saving you time and money. The second review is your chance to make any final comments. My fee includes the first draft and first round of changes, so it's important to make your feedback clear in the first review. Second review changes are charged at an hourly rate.



5. First review

This is your chance to give feedback. Be as honest as you can and give as much detail as you can so I can get it right.



6. Second draft

Once you've provided your feedback, I'll incorporate your changes into the copy – and if it's a large project, continue with the rest of the content.