



Rev Up
Your Results!



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Top 7 things to do before you hire a copywriter

Now that you've decided to hire a copywriter, how do you go about finding one? Here are seven things to look for to make sure the match is a good one.

#1 – Define your expectations. Are you looking for a copywriter or a technical writer? Do you need a writer that can take a project and run with it or do you need someone who will follow strict guidelines? Do you want a writer with the ability to make technical material readable for the general public or do you need a writer who specializes in retail? Are you looking for a writer you can build a long-term relationship with or will this be a one-time, one-shot deal? Before you start looking, make sure you know exactly what kind of writer you need. Not only will it make the review process go that much faster, but also it help ensure you find exactly what you want.

#2 – Check the writer's marketing materials. Are they done professionally? Do they inspire confidence that the writer can complete the project to your expectations? Do you like the way they're written? A writer's promotional materials is a reflection of the writer – make sure you like what you're seeing.

#3 – Read samples of the writer's work. Yes, I do mean actually sit down and reading them. You don't have to read every word, but make sure you read enough to determine if you're going to like the writer's style or not.

#4 – Check references. Take a look at any testimonials the writer has provided, or if you still have doubts, take the time to call and talk to any references. Don't forget to ask about the relationship the reference had with the writer.

#5 – Interview the writer. It's not necessary to do this in person, though. I've been hired plenty of times on the basis of a phone interview only and it's worked out perfectly. But whether in person or on the phone, do take the time to do this. Not only can you find out about the writer's policies and work ethics, but you can also learn about more intangible things, such as a writer's confidence and if you and the writer "click."

#6 – Read the fine print. Whether it's a proposal or a contract, get it in writing and make sure you know what it does (and doesn't) include. Don't forget to read any terms and conditions (such as a deposit) and make sure you're comfortable with them before you start the project.

#7 – Trust your gut. When all is said and done, make sure you feel good about your decision. Listen to that little voice inside you telling you if this is the right person for the job or if you need to keep looking.

Michele PW (Michele Pariza Wacek) owns Creative Concepts and Copywriting LLC, a copywriting, marketing communications and creativity agency. She helps people become more successful at attracting new clients, selling products and services and boosting business. To find out how she can help you take your business to the next level, visit her site at www.michelepw.com. Copyright 2006 Michele Pariza Wacek."