



## **COPYWRITING F.A.Q.**

### **I: In what languages do you offer copywriting services?**

The Quill is an American English writer and copywriter.

When a client needs bilingual communications materials designed, the Quill teams with a French copywriter, each working in their native language. Simultaneous copywriting enhances quality, saves time, and eliminates the pitfalls “translatability” issues that often crop up in translation projects. Please contact us for more information, we’ll be happy to explain our process and the tools we use to work in tandem.

### **II: How do you work with clients on copywriting projects?**

The first step is taking a detailed client brief that covers:

- Scope
- Target audience
- Geographical distribution
- Objectives
- Media (print, web...)
- Client corporate culture/voice/tone/style

We often ask clients to complete a detailed questionnaire prior to project start.

The client then provides all the necessary supporting documentation or resources with which to work. Additional research and/or interviews are often needed.

We submit a first draft to the client for feedback to ensure we are taking the desired approach and tone. We integrate these comments in preparing the final copy for client review.

The turnaround time depends on the subject’s complexity, the quantity to be written and the number of review phases agreed upon with the client.

### **III: What happens if we don’t like what you have written?**

Like you, we take great care in choosing our clients and projects. One cannot write compelling copy on a subject one knows nothing about and have little feeling for. Moreover, we invest time up front to gather a detailed client brief and review your documents, immersing ourselves in your corporate culture and style.

Our proposals include a jointly defined number of review and adaptation phases to suit client requirements. We will work with you until the final copy hits its mark.



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### **IV: How do you calculate the cost of copywriting services?**

For each project, we provide a detailed quote once we have taken a detailed client brief and assessed the amount of research required and review phases desired.

Our transparent fee proposal is divided in two parts:

- Time spent on research, interviews, client meetings
- Flat fee per page (max 250 words/ 1500 key strokes) that includes 2 client reviews. Additional reviews, if desired, are billed at our hourly rate.

### **V: What forms of payment do you accept?**

We accept checks in Euro drawn on a French bank, or wire transfers in Euro net of all banking and forex charges.