

# On-time. Under Budget. **Outstanding.**

Dear Marketing Professional,

Thank you for your interest in my copywriting services.

Now, maybe you asked for this information kit out of curiosity. Some clients do—especially those who have never hired a freelance copywriter before.

But more likely you need a good business-to-business copywriter—someone who combines writing skill and sales ability with technical know-how and product knowledge.

Whatever the reason for calling or writing, you want to know more about a writer before you hire him. If we were sitting face-to-face, chatting in your office, you'd ask me questions. Let me try to answer a few of those questions right here.

## **“How extensive is your writing education and research training?”**

I have earned both a Bachelor's Degree in English and Master's Degree in Education from Georgia State University. My writing concentrations in those degrees include technical, research, and creative styles. I am currently earning a Doctoral Degree in Educational Policy and Leadership from Berne University & International Graduate School.

As Georgia State is a major research university, I have spent years honing my skills as a researcher and reporter. I take great pride in my ability to find the often-missed facts most copywriters ignore and translate those nuggets into dynamic copy.

## **“What are your qualifications as a copywriter?”**

I have been specially trained by Michael Masterson, the master of the trade, through the American Writers & Artists Institute. My specialized instruction incorporates a variety of methods of creating hard-selling, benefit-targeted copy.

## **“What are your specific arenas of expertise?”**

I have significant and applicable experience in education and training, health care, technology and electronics, sports and recreation, personal services, seminars and presentations, and general information communication.

If you sell to business, industry, professionals, or through direct response, chances are I already have experience dealing with your type of product or service—or with something very similar. Take a look at my writing samples enclosed with this letter. Do they seem “right up your alley?” If not, let me know, and I'll send additional samples that are closer to your area of interest.

And don't forget, my outstanding research capabilities allow me to become an expert in the field most useful to you.

## **“What types of assignments do you handle?”**

I cover the full spectrum. About 80 percent of my business is writing direct-mail and sales brochures for business, industrial, and high-tech clients. The rest involves creating a wide assortment of marketing communications materials, including ads, feature articles, press releases, newsletters, catalogs, case histories, annual reports, product guides, manuals, and speeches.

My specialty is my ability to write clear, credible, persuasive copy about a wide range of business products and services, from the simple to the highly technical. I am able to quickly grasp complex marketing problems and understand

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sophisticated technologies. Clients appreciate the fact that I can sit down with engineers, scientists, system professionals, and other specialists, ask intelligent questions, and speak their language.

## **“Why does your title include ‘consultant’?”**

In addition to writing copy, I also work with many of my clients as a consultant, helping them plan marketing campaigns that generate maximum response. They’re delighted and satisfied to get on-target advice that works—at an affordable fee—and they appreciate the fact that I don’t charge a monthly retainer.

## **“Your fee schedule includes a price for ‘Project Critique.’ What’s that?”**

A Project Critique provides an objective review of an ad, sales letter, brochure, or direct mail package. You can have me critique either an existing piece or a draft of copy in progress. It’s up to you

When you order a Project Critique, you get a written report of two or more single-spaced typed pages that analyzes your copy in detail. I tell you what’s good about it and what works, what doesn’t work, what should be changed...and how. My critique covers copy, design, strategy, and the offer. It also includes specific directions for revisions and rewriting, although I do not write or rewrite copy for you under this arrangement.

A Project Critique is ideal for clients who want a second opinion on a piece of copy, or who need new ideas to inject life into an existing package that’s no longer working. It also enables you to sample my services at a far lower cost than you’d pay to have me write your copy from scratch.

## **“Speaking of money, how much does it cost to hire you for a project?”**

For any copywriting assignment—a direct-mail package, a sales letter, an ad, a brochure, a feature article—just let me know what you have in mind and I’ll quote you a price. The enclosed Schedule of Estimated Fees gives typical prices for a variety of different projects.

## **“How long will it take you to complete my project?”**

Ideally, I like to have two or three weeks to work on your project. That gives me the time to polish, edit, and revise until I’m happy with every word and detail.

However, I realize you can’t always wait that long. So if the job is a rush, just tell me the date by which you must receive the copy. If I take on the job, I guarantee you will have the copy on your desk by this date—or sooner. No matter what the deadline is, the copy I submit to you will be right. You can depend on it.

## **“What happens if I want you to revise the project?”**

Just tell me what you want improved and what the changes are, and I’ll make them—fast. There is no charge for rewriting. Two revisions are included in the flat fee we’ve agreed to for the assignment; provided they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment after copy has been submitted.

Most clients are pleased and enthusiastic about my copy when they receive it. But if you are not 100 percent satisfied, I will revise the copy according to your specific guidelines—at my expense.

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**“How do I hire you for my project?”**

Putting me to work for you is easy. First, just tell me the basics of the project as well as your target audience. Send me your brochure, catalogue, or any other literature that will give me the background information I need to write your copy. But don't worry about organizing anything—I'll do that. If I have any questions, I'll pick up the phone and ask.

If you'd like to get together and go over the job in person, we can do that, too. I'd be delighted to meet with you, wherever and whenever you wish. When you give me the go-ahead, I'll create your project for you. You will receive your copy on or before the deadline date. And remember, it is guaranteed to please you.

So...why not try my service for your next sales letter, direct-mail package, feature article, press release, ad, or brochure? I promise you'll be delighted with the results.

Sincerely,

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**Kelly C. Richardson, MEd**

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