

Copy Power: New Client Process

Helllooooo and welcome on board the Copy Power train!!

(Okay, you might not *technically* be on board yet, but let me tell you a little bit about how things run around here, just so you know what to expect.)

The process is pretty straight forward, but it *does* depend on how much content you need written.

If you need a butt-load (whether you need it *like right now* or simply over the long-haul), the first process is for you.

But if all you're here for is just a sales page or two... maybe one simple email funnel you need to optimize... you can go ahead and scroll down to page # __ to see how things will work for you.

Either way... *can. not. wait.* to get you on the phone to start talking about your awesome goals.

So..... You Need a Butt Load of Content.... (Process #1)

No problem, sweets.

I like to write a butt load every single day, so there's a good chance we're a perfect match.

First things first: send me an email and tell me a little bit about your business and your project.

(You can pause right now and send it to chelsea@getcoppower.com, if you want.)

I'll read over what you send me, and probably send back a few more questions, just to get a little more clarification.

Second: We schedule your free consultation call.

This call lasts about 30 minutes, and we build off of the information already exchanged in the email, so there's no small talk and no wasting time. We get straight down to business and dive into your numbers to figure out if/how I'd be the smartest choice for you.

Note: Since I will ask you about your numbers, I'll send along an NDA when we schedule the call. You can sign it or not... but my promise is always 100% that your information is strictly confidential.

And the reason I jump into talking about your numbers so quickly is this: I want to make sure I can turn a serious profit for you with my work.

I don't want you to just break even or make a *little* more money once it's all said and done... I want you to be making sales (and profits) out the wazoo.

If we do discover that we'll be a good match, then we move on to step three.

(And no, I'm not afraid to tell people that I might not be the best fit for them. Not only is it a good business practice, but it's the golden rule... and my momma taught me that one pretty well. If someone else is better suited to help you, I'm happy to make that recommendation.)

Third: We schedule a *really* in-depth planning session to virtually guarantee your future success.

We schedule another call, this one lasting up to an hour (possibly more), where we dig our fingers in *deep*.

This is a seriously in-depth roadmapping session, and it does come with a small fee.

But don't let that fee scare you: as a deliverable, you get a ready-to-go, all-out content plan that's bound to generate success for you... and you can use it to work with me long-term, within your in-house team, *or* take it to another copywriter if you feel like that's what will be best for your company.

I do not get rich off these fees, but this planning takes a lot of time, so it's a nominal fee just to cover the sheer amount of time and brainpower I put into them.

And as a part of that roadmap, I include a proposal on different engagement levels to work with me as your copywriter, so you can compare the costs and the benefits to make the decision for yourself.

Fourth: We get to *work!*

If we decide to move forward and work together, we get an official contract sign, a deposit paid, and I get my little fingers dancing across my keyboard just for you. ;)

If you just need one or two things written... (Process #2)

That's perfect too!

In fact, at least 50% of clients fall into this category, so I'm absolutely down to talk to you about what you need done... whether you've got a sales page that just isn't converting like you know it should, or you want to put your first email autoresponder in place for a product launch.

I LOVE these small projects. I see how much my own business thrives on them, so I ADORE doing them for other people and watching their sales numbers skyrocket too.

So if that's you, here's what our working process will look like.

First: You gotta email me.

As much as I love you, I just can't get my mind-reading techniques to work on the people I love... so I'll need you to tell me what you've got going on.

Shoot me a message at chelsea@getcopypower.com and let me know the pieces of copy you want written or re-done, and what business goals you've got attached to them.

I'll probably get back to you with a few more clarifying questions, but after that, we're already onto step two.

Step Two: We get on the phone for a free 20-30 minute call.

And we don't mess around on small talk here.

In fact, we go so in-depth that I'll send you an NDA at the time of scheduling... because I get super real and ask you about your numbers.

Whether you sign and return the NDA is up to you... but my promise still stands: your information is 100% top secret and confidential as far as I'm concerned. I won't tell it to anybody.

And the reason I jump into talking about your numbers so quickly is this: I want to make sure I can turn a serious profit for you with my work.

I don't want you to just break even or make a *little* more money once it's all said and done... I want you to be making sales (and profits) out the wazoo.

Step Three: I hit you up with a proposal.

And I don't mean the kind of "hit you up" that creepy bros at the bar promise when they ask for your number.

I mean I just send it to you via email... so I don't know why I said "hit you up."

The proposal does more than just list out my ideas and my pricing.

It outlines where you're at now and **how much you stand to gain financially** or otherwise from working with me and using my expertise.

I give you a few different engagement options based on timeline and budget, and you can choose the one that works best for you.

And then.....

Step four: We get to work.

We get the legalities out of the way (read: I send over a SUPER basic contract for you to review and sign) and we start killing it with your copywriting.

Seriously, I haven't yet had a client who hasn't been thrilled with their sales... so, you know... get excited.