

THE CREATIVE WRITING PROCESS

HERE WITH AN OUTLINE OF THE CREATIVE WRITING PROCESS.

1. OBTAIN SCOPE OF THE WORK AND DO COST ESTIMATE FOR THE CLIENT, WITH TIMELINE FOR DELIVERY. THE GENERAL (MARKET-RELATED) RULE OF THUMB IS 1.5 HOURS OF R&D PER PAGE OF CONTENT THAT HAS TO BE DEVELOPED. OR 2-3 PAGES OF CONTENT TO BE EDITED PER HOUR, SUBJECT TO THE QUALITY OF THE MATERIAL TO BE EDITED.

2. IN THE CASE OF RESEARCH AND DEVELOPMENT OF NEW CONTENT, THE CLIENT MUST COMPLETE CREATIVE BRIEF OR CONDUCT A FACE-TO-FACE BRIEFING SESSION WITH COPYWRITER TO KICK-START

5. THE CLIENT HAS THE OPPORTUNITY TO REVIEW AND PROVIDE INPUT IN THE SECOND DRAFT. IF THE CLIENT DOES NOT PROVIDE INPUT ON THIS SECOND DRAFT WITHIN A WEEK, IT WILL BE ASSUMED THAT THE COPY IS IN ORDER AND THE COPYWRITER WILL INVOICE ACCORDINGLY. AFTER THE CLIENT REVIEW, THE COPYWRITER WILL APPLY THE CHANGES REQUESTED AND DELIVER A THIRD DRAFT. THIS WILL BE AT NO EXTRA TIME OR COST FOR THE CLIENT, PROVIDED THE CLIENT HAS PROVIDED ALL THE INFORMATION DURING THE FIRST CREATIVE BRIEF. IF THE BRIEF CHANGES OR INFORMATION HAS BEEN SUBMITTED, THE CLIENT WILL BE LIABLE FOR EXTRA TIME AS PER THE AGREED HOURLY RATE.

3. COPYWRITER PROCEEDS TO RESEARCH AND DEVELOP THE FIRST DRAFT OF THE CONTENT WITHIN TIMELINE AGREED UPON IN THE COST ESTIMATE.

4. THE CLIENT HAS THE OPPORTUNITY TO REVIEW AND PROVIDE INPUT IN THE FIRST DRAFT, WITHIN ONE WEEK AFTER THE COPYWRITER HAS DELIVERED IT. IF THE CLIENT DOES NOT PROVIDE INPUT WITHIN A WEEK, IT WILL BE ASSUMED THAT THE COPY IS IN ORDER AND THE COPYWRITER WILL INVOICE ACCORDINGLY. AFTER THE CLIENT REVIEW, THE COPYWRITER WILL APPLY THE CHANGES REQUESTED AND DELIVER A SECOND DRAFT. THIS WILL BE AT NO EXTRA TIME OR COST FOR THE CLIENT, PROVIDED THE CLIENT HAS PROVIDED ALL THE INFORMATION DURING THE FIRST CREATIVE BRIEF. IF THE BRIEF CHANGES OR INFORMATION HAS BEEN OMITTED, THE CLIENT WILL BE LIABLE FOR EXTRA TIME AS PER THE AGREED HOURLY RATE.

6. THE THIRD DRAFT IS THE FINAL DRAFT THAT WILL BE DELIVERED. IF THE CLIENT DOES NOT PROVIDE INPUT ON THIS THIRD DRAFT WITHIN A WEEK, IT WILL BE ASSUMED THAT THE COPY IS IN ORDER AND THE COPYWRITER WILL INVOICE ACCORDINGLY. THE THIRD DRAFT IS THE FINAL DRAFT THAT IS INCLUDED IN THE ORIGINAL COST. ANY FURTHER CHANGES WILL BE CHARGED FOR ADDITIONALLY, AS PER THE AGREED HOURLY RATE.