

## About Me

I write copy to enlighten, delight, and beguile, across the B2B and B2C divide. I've written on subjects as diverse as boutique fashion, trade construction, luxury weddings, and household utilities - before settling on my current specialisms of technology, business, and travel.

I work with digital agencies, website developers, and business owners in need of copy that boldly proclaims the spirit of their brand and makes them utterly irresistible to their prospects.

I also draw on a decade of expertise producing TV and digital content watched by millions in Europe, the US, and Asia. Working as a producer it became second nature to find stories that would grab an audience's attention - and keep it. I use this knowledge and insight every day in my copywriting work.

## My Process

The first step on any project with me is a 30 minute discovery call. This gives you the opportunity to tell me all about your content strategy, and for me to learn more about the current problem you need copy to solve.

Following the call, I will send over a 'Scope of Work' document which outlines the deliverables, includes a quote for the work, and lays out our joint accountabilities.

If you like what you see, we begin the project and I'll send you my client questionnaire. This is where I really dig deep into your brand's value proposition, exploring your buyer personas, and finding out what makes this project vital - right now.

Next I conduct in-depth research and begin drafting. I use Google Docs for sharing drafts, so that they can be easily shared with everyone who needs to provide feedback. I invite you to add comments directly onto the drafts. If you have a preferred system, just let me know.

I include two rounds of amends as standard. Once all amends are complete, I deliver the work with 'FINAL' in the title as a word attachment, unless otherwise specified.

## Payments & Invoicing

40% of the full agreed amount is required upon assignment of work.

The remaining 60% is required after you receive the second draft.

Payment terms: net 30 days

Preferred form of payment: bank transfer

## Additional Terms

On our discovery call we'll discuss:

- The project deliverables
- Budget
- Timeframes and deadlines

Any questions at all, please don't hesitate to email me on [helen@helencarriewrites.co.uk](mailto:helen@helencarriewrites.co.uk)