



How to wrap up copywriting jobs - cheat sheet script for getting paid quickly

We've all been there. Submitted the copy. Waited...Waited.

Phoned them, emailed them, ("Just wondering if you've had a chance to look at the copy...")

You know the drill. The response? Nothing. ("Hello? Is there anyone there?")

Not only is it nerve wracking, ("They don't like my copy? Whaaaaaa...")...

It's costly too...("Sorry Bank Manager, my mortgage payment is late because my client has not paid me yet!").

But there's a way around it.

Insert this nifty little paragraph into your quote or email and I guarantee you the client will jump to attention and either get you the changes tout suite (that's 'right now' for you non French speakers) OR they'll approve it then and there.

Here's what you say:

Our 30-day turn-around copywriting guarantee:

"To take advantage of the project momentum and make sure your final copy is exactly what you're after, we offer a 30-day guarantee.

What does this cover? I'm glad you asked.

After sending through the first draft, you have up to 30 days to forward and discuss your revisions with your copywriter.

Within the 30-day period, we guarantee that we will turn your revisions around as soon as possible so you can use the copy that has been created and start getting results from it.

Unless an alternative arrangement is agreed, if we don't hear from you after 30 days, we will assume you are happy with the copy and the final invoice will be sent."

Nice huh?

Simple, elegant and just demanding enough to let the client know you mean business.

This paragraph insert has worked a treat for me, and I hope it works for you too. Try it! You have nothing to lose and everything to gain - like getting paid!