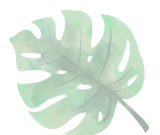


Ten things a proofreader will ask you

- Tell me about your project.
- Who is your audience?
- What is the length of your project in words (or pages if it's a website)?
- Has your project been through any editing so far?
- What do you think your project needs?
- Is there anything specific you would like me to consider, e.g. clarity, wordiness, punctuation?
- What are your deadlines for publishing?
- Do you have any spelling, grammar, style preferences or a style guide (see my free style guide template)?
- What format is your project in, e.g. Word?
- Is there anything you don't want me to touch, e.g. keywords?



Ten things a copywriter will ask you

1. What's the one thing you want your readers to do when they visit your website/read your copy?
2. Who are your current clients?
3. Who is your ideal client? Describe them.
4. Who are your direct competitors?
5. What is your unique selling point? Why should potential clients opt for you rather than for your competitors?
6. Which problems are you solving for your clients?
7. How would you like your clients to feel after they have used your service/product?
8. Do you have any positive case studies, testimonials or statistics that we can draw on?
9. How do your clients and web visitors normally find you? (e.g. via social media, word of mouth)
10. What sort of image/brand voice are you hoping to convey?

