

HIRING A FREELANCE COPYWRITER WITH THE BENEFIT OF HINDSIGHT:

A 12-POINT COPYWRITING PERFORMANCE SCORECARD

for CMO's, Marketing Directors, Small Business Owners & Startups



THE RIGHT FREELANCE COPYWRITER FOR YOU

When you hire a freelance copywriter, it pays to think through how you'll evaluate his or her completed work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the copywriting project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps you tailor your creative vendor management approach from the get-go. While this copywriter checklist or scorecard is by no means exhaustive, it should help you identify where many copywriting projects go astray. It should also help equip you for the vast differences in copywriting experience, service and talent available to you on the marketplace today.

| | | YEP! 😊 | NOT SO MUCH 😞 |
|---------|---|--------------------------|--------------------------|
| PROCESS | 1: Did your freelance copywriter or copywriting agency present prior work that spoke to business acumen, creative problem-solving and a wide range of voices & styles? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 2: Did your freelance copywriter or copywriting agency listen attentively and ask penetrating questions about your specific objectives, the industry, and the business model? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 3: Did your partner in profitable prose keep you abreast of progress, proactively troubleshooting for issues that might impact quality, time or cost? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 4: Did your hired gun/pen present work to you that demonstrated a command not only over language and grammar but facility with sales strategy and brand-building? Did presentation skills include the ability to identify the strategic and creative choices made along the way? Did your copywriter persuasively advise you toward greater impact and effectiveness? | <input type="checkbox"/> | <input type="checkbox"/> |
| PEOPLE | 5: Did your corporate-scribe-for-hire demonstrate honesty and integrity when advising you on the resources required to achieve your primary and secondary objectives? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 6: If your copywriter was out-of-house, did he/she work to build a rapport so you could collaborate for maximum project and marketing communications success? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 7: In writing the copy, did your sales-smith demonstrate a pride of workmanship, ensuring your company's products and services' value propositions were communicated with outstanding impact & clarity? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 8: Did your freelance copywriter or copywriting agency integrate notes, tweaks and copy edits in the spirit of shared project ownership & team success? | <input type="checkbox"/> | <input type="checkbox"/> |
| PRODUCT | 9: Did the resultant copy work prove to be more effective at connecting you with your targets? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 10: Did the resultant copywriting offer a fresh perspective on your value propositions, perhaps even demonstrating new insight into why they buy from you? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 11: Did the concepts and copywriting help set you apart in the marketplace, with polish and style, possibly by infusing wit and warmth into your communications? | <input type="checkbox"/> | <input type="checkbox"/> |
| | 12: Did the final copy ultimately display a thoroughness of discovery, an extreme attention to strategy and detail, as well as ingenuity with regards to optimizing your budget? Did the work help to set a new bar for company materials and serve as a catalyst for future opportunities to increase marketing performance? | <input type="checkbox"/> | <input type="checkbox"/> |