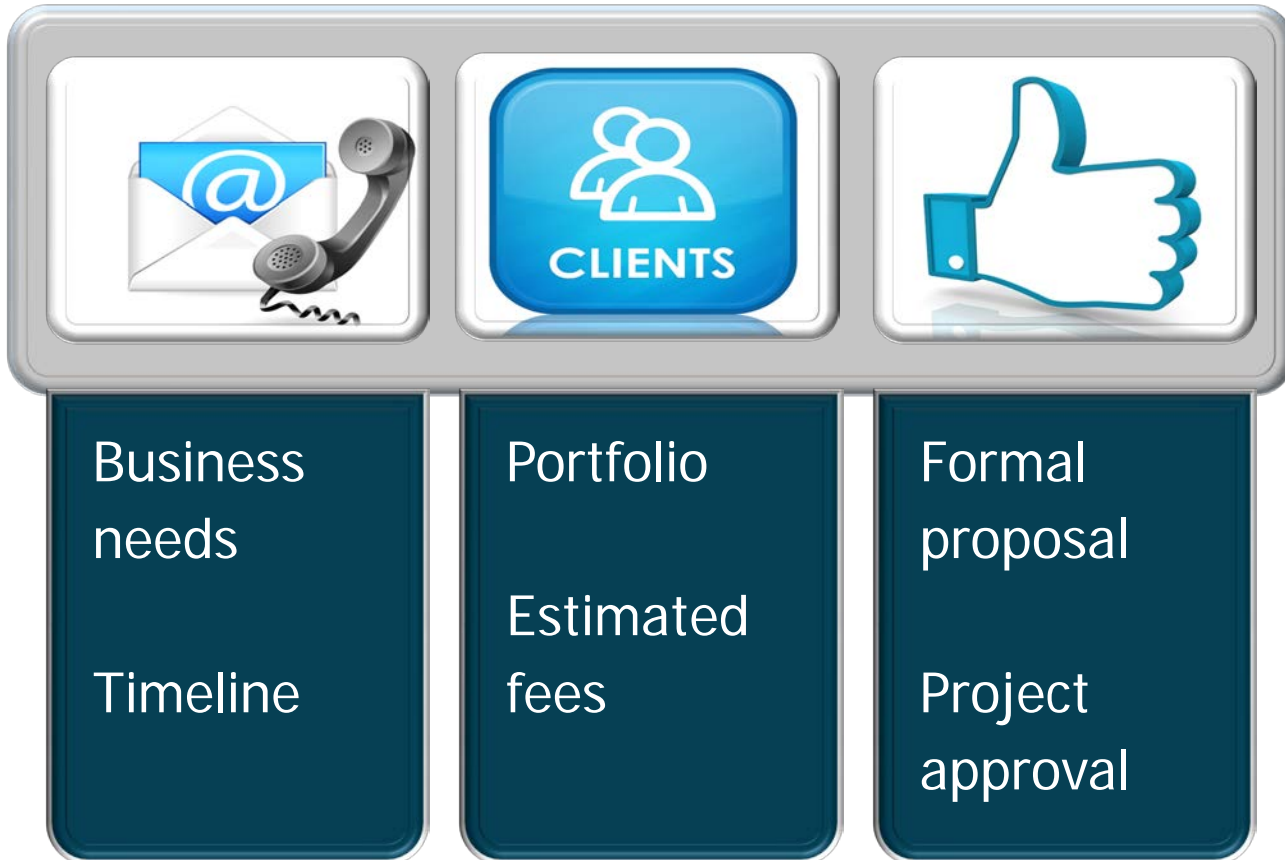


The Newbies Guide to Hiring a Business Writer



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Your initial contact



Starting the Project



Paperwork – Contract, W-9, Non-disclosure agreement

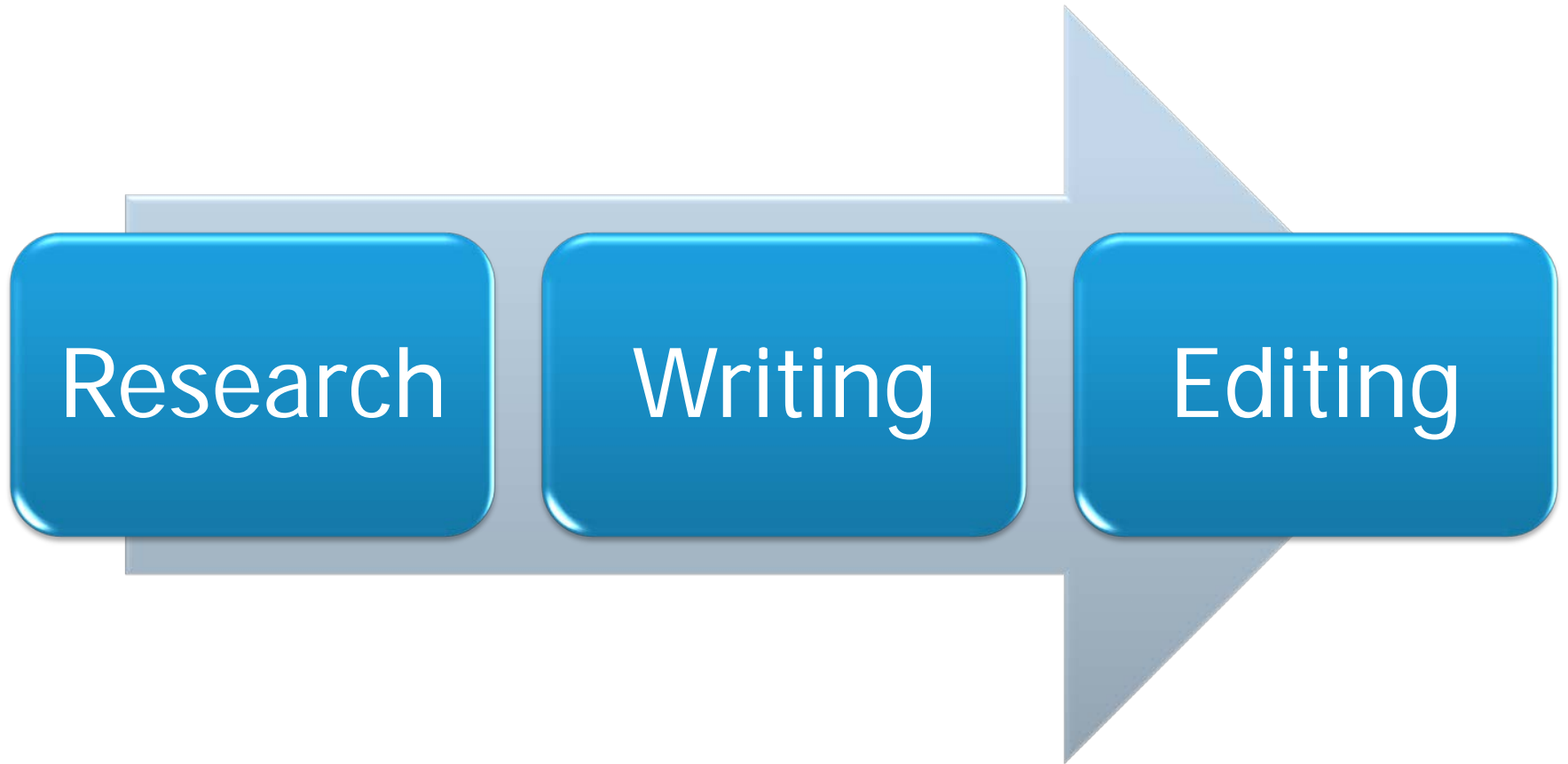


Business Info – Products/services, Unique selling point, Branding, Customers, Competitors



Project Info – Ideal reader, objective, timeline, budget, Contact information

The writing process



Adding it up



Initial Contact – 2 hours

Project Start-up – 1.5 hours

Writing Process – 6 hours



9.5 hours

Estimate



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A word about fees

Different



Hourly



Fee



By the Word



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Benefits of hiring a business writer

Independent

- Contractor
- Not employee
- Fills staff shortages

Focused

- Keeps project on track
- Helps achieve marketing goals

Experienced

- Niche specialty
- Professional





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