

Pricing Writing Services

What to Expect When You Pay More



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**What Clients Expect
When They Pay More**



**What Writers Need to
Deliver Higher Quality**



**Clients and Writers are Now
On the Same Page**

What Customers Expect When They Pay More



Grammar and Punctuation



- Does the content meet Chicago style guidelines?
- Does the content meet AP Style guidelines?
- Is this a copywriting assignment?
- Does the content offer a personal style?

Grammar and Punctuation



- AP Style
- Chicago Style
- Copywriting
- Tech Writing
- Journalism



- Errors
- Punctuation
- Sentence Structure
- Voice Instructions

Accuracy and Relevancy



- Is the content accurate, fact checked and correct?
- Does it meet the users needs?
- Does the writing solve a problem or answer a question?
- Is the content timely and relevant?

Accuracy and Relevancy



- Accurate
- Timely
- Meets Needs
- Clear and Concise
- Relevant



- Inaccurate
- Missed the Point
- Fuzzy Statements
- Evergreen
- Not Relevant

Clarity and Flow



- Can the reader understand the content?
- Does the content flow logically and coherently?
- Are the important points clear and concise?
- Are the sentence structures varied throughout?

Clarity and Flow



- Word Choice
- Concise
- Workflow
- Clever
- Interest Driven



- Waste of Time
- Antiquated
- Irrelevant
- Value Amiss
- Shallow (No Research)

Engagement and Word Choice



- Is there an attention grabber that draws in the reader?
- Is the work well organized?
- Is it broken up into bite sized nuggets?
- Easy to read and follow?

Engagement and Word Choice



- Strong Words
- Clever Surprises
- Mastery of Language
- Informative Read
- Compelling Elements



- Weak Word Usage
- Theme Repetition
- No Creativity
- No Flair
- Flat Storyline

Creativity and Readiness



- Can readers understand the content?
- Is it accurate, fact checked and correct?
- Is it logical, coherent and well organized?
- Is it broken up into bite sized nuggets?
- Easy to read and follow?
- Is it publishing ready when delivered?

Creativity and Readiness



- Playful Word Choice
- Polished Structure
- Highly Engaging
- Easy to Comprehend
- Snap, Crackle and Pop



- Flat Word Choice
- Spice Needed
- Punch Required
- Revisions Required to Publish

Premium Copywriting



- Is it straightforward and logical?
- Is it easy and painless for the reader to follow?
- Are analogies used well to explain or demystify?
- Are transitions smooth to make the workflow effortless?
- Are their creative and clever twists for engagement?
- Does it snap, crackle and pop? (See Byron's Webinar)

Premium Copywriting



- Logical
- Articulate
- Easy to Comprehend
- Word Choice
- Analogies
- Transitions
- Conversions
- Mastery
- Elegance



- Confusing
- Misleading
- Disorganized
- Harmful (To Brand)
- Not Accurate
- References Competition

Premium Tech Writing



- Is the vocabulary aligned with readers' proficiency?
- Does the content properly display the facts?
- Is the process or technology explained clearly?
- Does the content also offer a mini-story vs fact list?
- Is there enough detail without clogging the spokes?
- Does the writing offer a “behind the scene” feel?

Premium Tech Writing



- Appropriate Terminology
- Facts Correct
- Mini Story
- Logical
- Professional
- Behind the Scene
- Writing Mastery
- Visual Recommendations
- Polish/Humor/Punch



- Dry Facts Only
- Common Speak
- No Storytelling
- No Creativity
- No Engagement
- No Visuals Ideas
- No Punch

Premium Journalism



- Does the story flow from beginning to end?
- Is it professional and well organized with logical flow?
- Are their relatable elements to the story throughout?
- Is there a compelling lead that draws the reader in?
- Is it clever, captivating and full of creative twists?
- Does it offer comparisons/analogies that pique interest?
- Does the story features a protagonist and antagonist?

Premium Journalism



- Compelling Lead
- Great Story
- Well Told
- Logical Flow
- Clever Twists
- Groovy Theme
- Way with Words
- Slice of Life
- Character Development



- Weak Storyline
- Waste of Words
- No Pizzazz
- Topic Elements Off
- Forced Prose
- No Lead
- No Close

What Writers Need to Deliver Higher Quality



The Creative Brief

CreativeBriefWizard

Creative Brief Wizard

Welcome. Please use this site to create your own creative briefs, that you can then hand to your writers.

In simplest terms, a Creative Brief is a framework or foundation that informs a writer of guidelines for your content project. It contains a well-identified and articulate summary of the key factors that can impact a project: company background, target audience details, competitive intelligence, and brand goals. The best creative briefs are concise and to the point. That's where our Creative Brief Wizard comes in!

Answer a few questions about your content guidelines and specifications, and then download the brief and send it to your writers.

[Start a New Creative Brief](#)

Company Description



- Briefly describe your business?
 - Company Mantra or DNA
 - New Player
 - Established/Growing
 - Industry Leader
- More details if appropriate?
 - Product or service description
 - Value proposition and distinction
 - Competitive Analysis

Target Audience



- Who are the readers of the content you're creating?
- What do I need to know about them?
- Where do they hang out and read online?
- What influences their decisions and motivates them?
- What data can you provide about them?
- Any personas created for them?

Target Audience

4

Who is your target audience?

Customers Prospect Customers Knowledge Seekers

Comprehension Level?

Newbies Basic Knowledge Gurus

Target Demographic

- | | | |
|---|--|--|
| <input type="checkbox"/> Academic | <input type="checkbox"/> Adults 18 to 25 | <input type="checkbox"/> Adults 25 to 40 |
| <input type="checkbox"/> Adults 40 to 60 | <input type="checkbox"/> Children | <input type="checkbox"/> Customers |
| <input type="checkbox"/> Industry Specialists | <input type="checkbox"/> Men | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Teens | <input type="checkbox"/> Tweens | <input type="checkbox"/> Women |
| <input type="checkbox"/> Young Adults | | |

Other:

Add

Target Audience Description?

Who are your customers and what are their characteristics.

Objective



- Briefly describe the objective of the content?
 - Motivate the sale
 - Entertain and engage
 - Repeat visitation
 - Build brand
 - Other

Objective

5 What is the objective?

Inform and Educate Motivate to Purchase Engage and Entertain

Explain how we can exceed your expectations.

Tone and Style



- General writing, copywriting, journalism, tech writing?
- Narrative Voice
- Style Elements
- Formatting Requirements?

Tone and Style

6 Tone of Writing?

- Extremely Informal ?
- Everyday Informal ?
- Journalistic ?
- Business/Copywriting ?
- Business Formal ?
- Other ?

Explain the tone of voice you are seeking in your orders.

Narrative Voice

- First Person Plural
- First Person Singular
- Second Person
- Third Person

Other:

Style Elements

- | | | |
|---|--|--|
| <input type="checkbox"/> Action | <input type="checkbox"/> Authoritative | <input type="checkbox"/> Basic |
| <input type="checkbox"/> Casual | <input type="checkbox"/> Common Speak | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Conversational | <input type="checkbox"/> Creative | <input type="checkbox"/> Descriptive |
| <input type="checkbox"/> Elaborative | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Humorous |
| <input type="checkbox"/> Impressional | <input type="checkbox"/> Informal | <input type="checkbox"/> Inspirational |
| <input type="checkbox"/> Instructional | <input type="checkbox"/> Journalistic | <input type="checkbox"/> Judicious |
| <input type="checkbox"/> Laconic | <input type="checkbox"/> Light | <input type="checkbox"/> Neutral |
| <input type="checkbox"/> No Fluff | <input type="checkbox"/> Objective | <input type="checkbox"/> Ornate |
| <input type="checkbox"/> Personal | <input type="checkbox"/> Persuasive | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Reserved | <input type="checkbox"/> Sarcastic |
| <input type="checkbox"/> Series | <input type="checkbox"/> Short, To The Point | <input type="checkbox"/> Simple |
| <input type="checkbox"/> Sincere | <input type="checkbox"/> Whimsical | <input type="checkbox"/> Witty/Sharp |

Other:

Formatting Requirements

- | | | |
|--|---|---|
| <input type="checkbox"/> Bullet Points: No | <input type="checkbox"/> Bullet Points: No Preference | <input type="checkbox"/> Bullet Points: Yes |
| <input type="checkbox"/> Hyperlinks: No | <input type="checkbox"/> Hyperlinks: No Preference | <input type="checkbox"/> Hyperlinks: Yes |
| <input type="checkbox"/> Quotes: No | <input type="checkbox"/> Quotes: No Preference | <input type="checkbox"/> Quotes: Yes |
| <input type="checkbox"/> Subheads: No | <input type="checkbox"/> Subheads: No Preference | <input type="checkbox"/> Subheads: Yes |

Other:

Additional Information



- Sourcing Requirements
- Things to Avoid
- Legal Restrictions
- SEO Requirements
- Research Instructions
- Copyright Infringement Rules

Samples



- What do you like about the sample content?
- What don't you like the sample?
- Could you call out specific elements you like?
- How could the content be improved?

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Clients and Writers are Now On the Same Page



Clients are willing to pay more for quality content



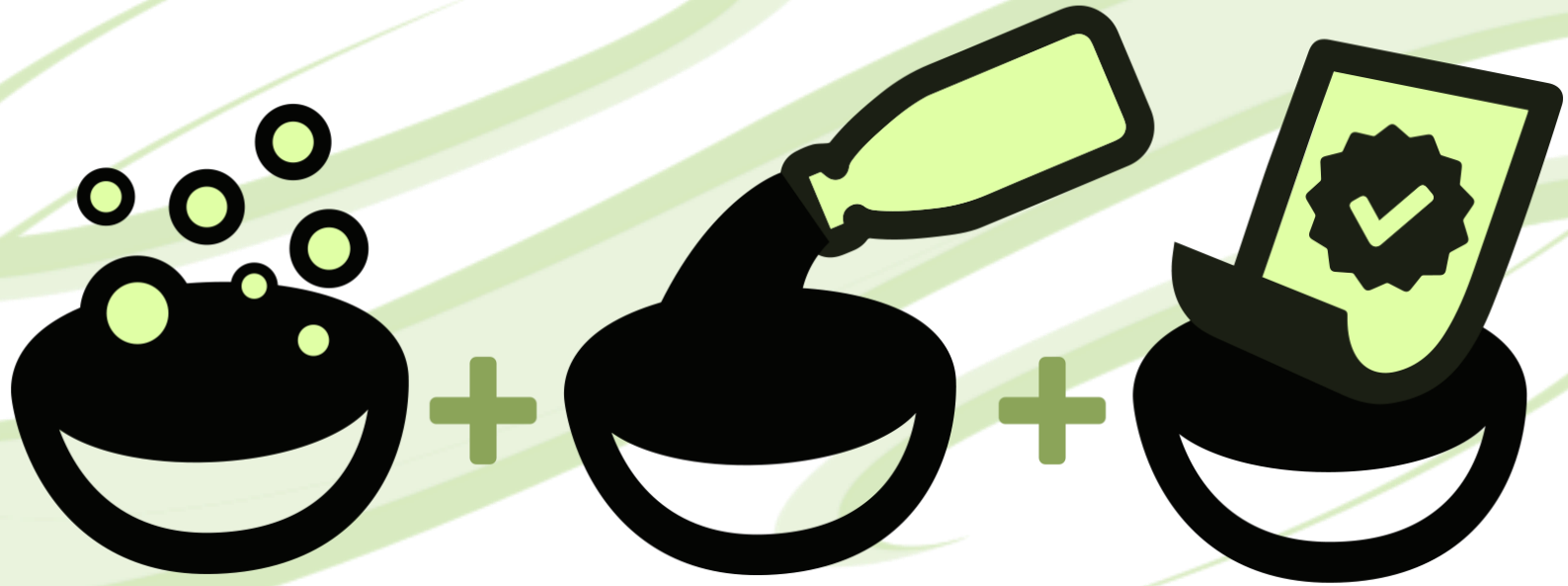
How much more will clients pay for Standard Orders?

- Accurate spelling, grammar and punctuation 2 Cents/Word
- Sentence structure variation and improved flow 2 Cents/Word
- Organization, clarity and solid word choice 2 Cents/Word
- Creativity and engagement 3 Cents/Word

How much more will clients pay for Premium Orders?

● All of the Standard Writing Goals	9 Cents/Word
● Premium Style and Logic	3 Cents/Word
● Advanced Articulation Cents/Word	3
● Publishing Readiness	4 Cents/Word
● Transitions	5 Cents/Word
● Analogies	5 Cents/Word
● Word Choice	5 Cents/Word
● Professionalism	10 Cents/Word
● Elegance	10 Cents/Word
● Visibility	10 Cents/Word
● Creativity	10 Cents/Word
● Conversiveness	15 Cents/Word
● Mastery	15 Cents/Word

Quality content has “Snap, Crackle and Pop”



Content “snaps” when readers can quickly understand the value proposition and why it matters



Content “crackles” when the reader smiles, laughs or reacts to the content in a personal way



Content “pops” when it motivates action OR continues to inspire and motivates long after it’s passed by



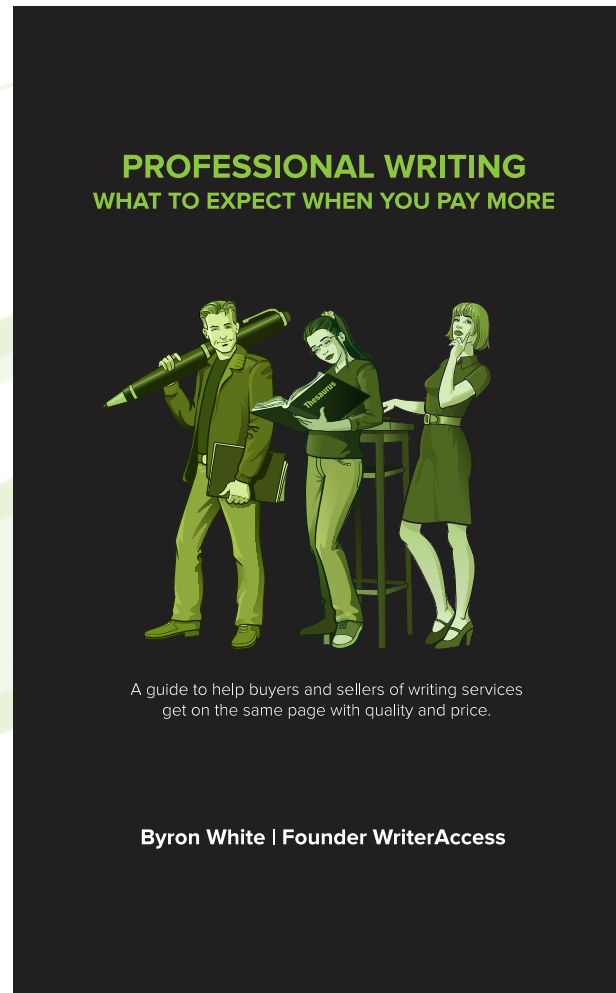
Run a contest to find the perfect writers for your projects



Premium Certification badges at WriterAccess in 2014



Lets all get on the same page– Free Book for All!



PROFESSIONAL WRITING WHAT TO EXPECT WHEN YOU PAY MORE



A guide to help buyers and sellers of writing services
get on the same page with quality and price.

Byron White | Founder WriterAccess

WriterAccess.com/WritingSkillGuide

Do contact me with feedback, interest or betterment ideas



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Time for Questions that Are Frankly The Best Part of Our Webinar Series