



# welcome aboard

## AHOY THERE MATIE!

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We're both new around here and I want to ensure it's smooth sailing on our adventure. Cuz, no one likes getting around on wobbly sea legs!

So, to help us both manage expectations of our new working relationship - I've put together this handy guide for you.

Much like you, I got into this business game so I could be in charge of my own destiny. Or you know, at least the hours I worked, where I worked, how I worked, and who I worked with (Luckily - I think you're great)! Here's what you need to know:

# My Availability

Being my own boss means I don't need to be switched on 24/7 - if I don't want to. I mean, who wants to navigate a business while the stars are out!?

So, **Monday to Friday 9am - 5pm** is where you'll find me tappin' my keys.

But, be prepared that I may not answer *all* your calls. Sometimes, I need to hide in my tiny hustler's cave away from noises and distractions (like phones and Facebook). This is so I can ensure you get kick-ass, hand-crafted content that literally blows minds.

Please, don't take it personally - if it's urgent - you'll hear back from me by the end of the day.

## **RUSH WORK**

Please bear in mind this is my business, and I schedule a variety of jobs. Much like your friendly hairdresser, my days run according to a booking schedule. So, rush jobs and immediate turnarounds are not an *expectation* - but they can be a *negotiation*.

Working to tight deadlines is the fastest way to kill creativity - so it will help us both if you can be flexible, realistic, and prepared.

# My Communication

**Let's first talk about my *style* of communication.**

I'm super friendly and remarkably funny, but I will call a spade a spade. I don't see value in sugar-coating things. So, you can always expect helpful, respectful, *honest* feedback and advice. Everything I say or do is to help you improve your business.

**Now, let's talk about how.**

A phone call is best when we need to discuss ideas and scope. It's quicker and more direct than a week's long email chain. We can even schedule if needed.

Email is best for simple decisions, approvals, and confirmation of deliverables and deadlines (so we both have that important stuff in writing).

I'll respond to all contact within 48 hours - unless we're talking an urgent project deadline.

# My Invoicing

I'm a lonely freelancer. I need to keep shiz real so I can afford to eat each week.

So, I'll try 'n keep my invoicing process simple:

1. All projects that are \$600 or less require full upfront payment before any work begins.
2. All projects \$601 and over require a 50% upfront deposit before any work begins. Final payment is due upon project delivery.
3. Retainers and monthly blog/content subscriptions must be paid in advance of the work beginning.
4. Overdue payments are charged 5% penalty for every month they're overdue.

Upfront payment for a project before I begin helps mitigate the risk of non-payment, delayed payment, or 'change of mind' scenarios.

Put it this way - if I've turned down other work because you've 'booked' in a job with me but you change your mind at the last minute - well, that's money I could have put towards a rump (instead of gluten-free 2-minute noodles).

# My Work

I promise to always provide my favourite clients with the bestest work my crafty brain can conjure. To do so, I limit the number of clients I work with each month to ensure TLC when you need it! *Nawwww - sweet gal.*

1. Most work includes 2 x revisions unless otherwise advised (eg. blogs). Additional revisions are charged at an hourly rate.
2. Projects are always quoted based on expected delivery time. A change of scope, change of mind, or additional research that's required at your request may result in additional charges to compensate any extra time needed to deliver your project.

Check out these two blogs to help you **prepare for working with a copywriter**, and **how to milk her once you have her**.

# My Social

I'm a hip and happenin' kinda gal, and I like to get social.

I'd love for you to connect with me on any of my social pages. I like to share fun anecdotes, tips, and news related to business content, branding, and online marketing.

As we operate in a world driven by social proof and referrals for currency, I encourage you to leave a review on my facebook page once we've completed your project.



# Grow Your Brain

There you have it! No awkward silences, wonky planks, or sea legs for us - we skipped the 'getting to know you' stage and dived in head first. I am so excited to be working with you!

Now, let's make it a nerd fest. Check out these conversations I think you'll find helpful about writing and marketing for your business.

[Content Marketing 101: What it is and why you need it](#)

[Why You Need Email Marketing for Business Growth](#)

[How to Nail Your Target Audience and Improve Your Facebook Marketing](#)

[Why Your Content Needs a Marketing Strategy](#)

[Tips that Help You Write More Creatively](#)

I look forward to connecting with you again soon!

With caffeinated spirit and word sorcery,

Kelly