



Celine Horan

Marketing Expert for Speakers

"My expertise is marketing your expertise with passion"

COPYEDITING and CRITIQUING

At Celine Horan Niche Marketing Service, I work on a flat-fee policy, providing an estimate for the work to be completed. Once I have clearly ascertained what needs to be done, a breakdown of work, including full fee, is written up in a Fee Agreement.

FEE AGREEMENT

Once I have determined how much work is to be done, I then prepare a Fee Agreement and e-mail it to you. The Fee Agreement details the scope of work, revision terms, payment terms, ownership, indemnity, and a small favor!

50% UP FRONT, 7-DAY TERMS

I charge 50% up front. This is non-negotiable. And while this is a surety for me, it works in your favor too. Over the years, I've found that the more "skin in the game" my clients have, the more responsive they are, and thus, the quicker their work gets done.

PAY ONLINE WITH YOUR CREDIT CARD

You pay online with your Amex, Visa, MasterCard, Diners, or JCB credit card, at my secure payment page.

PLEASE GIVE ME TWO WEEKS LEAD TIME

I'm usually booked out at least two weeks in advance. So, unless it's an extremely small job, please do not expect me to be able to start tomorrow. The only way I could do that would be to work "round the clock." And, as I have other responsibilities, such dedication is costly. In other words, last-minute jobs requiring "round-the-clock" effort are likely to require twice the investment from you.

COPYEDITING

Firstly, I look at how the copy flows. Then I look at the headline, copy, the WIIFM factor (what's in it for me). I look for opportunities to add stories, scenarios, and examples and see how the copy overcomes scepticism. I review the guarantee, call to action, the lead, subheaders, and the offer. Then finally, I look at ways to make the copy more readable and entertaining. After checking over the copy in full, I make changes accordingly.

CRITIQUING

I look at the headline, copy, the WIIFM factor (what's in it for me). I look at opportunities for you to add stories, scenarios, or examples and see how the copy overcomes scepticism. I review the guarantee, call to action, the lead, subheaders, and the offer. Then finally, I look at ways that you can make the copy more readable and entertaining. Once I've done this, I forward my comments and suggestions to you, so that you can go ahead and make the changes I suggest.



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I WILL PICK YOUR BRAINS

In order for me to critique or edit well, I will need to understand you and your business a little. So to fully appreciate what it is you want to say, I'll ask you a number of questions. There's no other way to do it. I can't guess the answers, and no one knows your business better than you do.

I'll need to know things like this:

- what you are offering
- the benefits of that offer
- why it's unique or better
- claims you want to make about it
- its features
- the profile of your target reader and their needs, wants, and desires
- their motivation for reading (which may be unrelated to their needs and wants)
- why they should trust you
- your guarantee offer
- your call to action

RETURNED DOCUMENTS

Copyedited pages: I e-mail them to you in Microsoft Word (.doc) format. Word's Track Changes feature will be turned ON, so you can see exactly what changes I made. You receive a clean copy plus your amended copy.

Critiqued copy: I ask that it be sent to me in Microsoft Word (.doc) format, so I can make comments that can be seen clearly by you so you can go ahead and make the amendments.

Please keep in mind that the review process takes quite a bit of time. So please set aside enough time, minus all distractions. Great reviewing makes for great copy. You'll need to read through the copy line by line, to ensure it not only reads well but that it meets your objectives.

So too with making the amendments: please set aside enough time to make them and then spend the time reading the copy through thoroughly to ensure it reads well and, again, meets your objectives.