



Celine Horan

Marketing Expert for Speakers

"My expertise is marketing your expertise with passion"

HOW I WORK

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.

CREATIVE BRIEF

Before I make a decision on exactly how much the project fee will be, I will first ask you to provide a creative brief. If you have never worked with a creative brief before or are not familiar with them, it is, put simply, a description of your project and situation. Your brief will consist of your answers to questions I provide. It is a customized list indicating what kind of project you need completed, i.e., website, brochure, direct mail package, and so on; any interviews or testimonials needed; tone; deadlines, and whatever else is appropriate. Then, when you are happy with the information you have provided in the creative brief, you sign off on it. One final note on the creative brief: This is your opportunity to give me as much information as you can about the project and for us both to be clear on what is expected. So please, take advantage of this opportunity to clearly express your vision for the project.

CLARIFICATION

I may need to ask you further questions to ensure I am absolutely clear on the work to be completed. These will be sent to you within one business day of my receiving the signed creative brief.

FEE AGREEMENT

Once I have determined how much work is to be done, I can then prepare a Fee Agreement and e-mail it to you. The Fee Agreement details the scope of work, revision terms, payment terms, testimonial production, change orders, 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.



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THEN I PICK YOUR BRAINS

In order to write as if I'm writing for my own business, I have to have a pretty good insight into *your* operation. So I ask a lot of questions. There's no other way to do it. I can't just 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
- what are the benefits of that offer
- why it's unique or better
- what claims you want to make about it
- the personality of your brand
- what its features and benefits are
- 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
- what your call to action is

YOU SUPPLY TESTIMONIALS

But should you not have any, testimonial development will be at the rate of USD \$250 per testimonial with signed Testimonial/Quote Consent Release Form.

OFFER DOES NOT INCLUDE LAYOUT, DESIGN, OR GRAPHICS

Should you require me to design a layout and provide graphics, please let me know as early on in the project as possible. As layout and graphics affect the copy, it's important to plan everything out in the early stages of the process.

KEYWORDS FOR SEO

If the piece we are working on is to be prepared for your website, you will need to supply the keywords you want me to include in the copy.

WEBSITE SUPPORT

Website support is not included in the price. However, if the piece we are working on is for your website and your webmaster is busy, some website support can be arranged: things like transferring the copy into an html page, uploading the page to your site, testing to see that all links work properly and are as user friendly as possible.

WRITING AND REVIEW PROCESS

For most projects, I start with a **proof of style**. This is a short piece that gives you an idea of the tone and style I will develop for the project. This ensures I don't get too far down the track, only to discover you don't like the tone or approach.

IMPORTANT: It's important that we sort out the style here, because it'll take me longer (and cost you extra) to change the style once I've written the entire piece.



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I then write the entire piece. The first draft is where the lion's share of the work is done. I work it and re-work it until I feel it's just right. Only then do I forward it to you for review.

I e-mail all copy in Microsoft Word (.doc) format. Word's Track Changes feature will be turned ON, so you can make changes directly within the document, if you so wish. This way, I'll be able to see exactly what changes you've made. That's not to say that you're expected to write part of the copy yourself. It's only that this will make it easier for you to make notes, delete a few things, change certain words, etc., rather than e-mailing or calling me with instructions.

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.

It's important to note at this stage my revision terms, as written in the Fee Agreement, do include one standard big revision and two minor revisions done by me. But, if you prefer, you can do the minor revisions yourself, after the big revision is completed and accepted by you.