

the process.

Let's reduce overwhelm right from the start.

Here are the basics of what you can expect as we work together, step by step:

1. **The Problem.** You ask for help.
2. **The Reply.** I ask a few questions.
3. **The Answer.** You answer.
4. **The Solution.** I say "Sure, I can help!" or tell you "Sorry, no." If you're reading this, it was the former.
5. **The Discovery Call.** We meet and I ask you about 1,638 questions. I use your answers to draw up a creative brief, which serves as the basis for all the copy/content I create for you.
6. **The Follow-up.** I send you an email with a list of the materials I still need from you in order to proceed, as well as a contract and initial invoice. The contract outlines our mutual responsibilities and things like deadline, fees, and the project scope.
7. **The Contract Signing.** We both sign the contract while silently screaming.
8. **The Initial Payment.** Made.
9. **The Green Light.** Assuming you've given me any additional material I need for the project, I immediately plow into everything headfirst, stopping to ask additional questions and give you updates.
10. **The Nitty Gritty.** I work my tail off, researching, thinking, chewing the end off a pencil, interviewing people, writing, rewriting; combining a million points of data, audience motivation, the desired tone, your hopes and dreams, and a truckload of personality. I start an IV drip so caffeine can be delivered directly into my bloodstream.
11. **The Finished Product.** I present the copy/content to you. If needed, I make edits or revisions.
12. **The Final Payment.** Made. Our business is officially over.
13. **The Ending.** Your problem is solved and your dreams are closer to coming true than ever. You miss me. You never forget me.

