

# Hesitant about outsourcing copywriting?

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## You're not outsourcing copywriting? Why not?

Are you a small business owner? Then I'm guessing you probably don't have a copywriter on hand. That's fine. But I bet you haven't even thought of outsourcing copywriting. You're probably writing all your brochure copy, marketing materials and blogs because you're hesitant about [outsourcing](#).

## What is a copywriter?

A copywriter isn't just any writer. They're someone who writes persuasively. Persuasive enough to get a reader to take action. To call. To email. To sign-up or download something. A copywriter is there to help move a prospect along a sales funnel with the goal to buy.

## Why choosing the right words is so important

Your written communications reflect your business. They're one of the key things that people notice. Sloppy grammar, wrong tone of voice, or simply boring copy that puts you to sleep. Or it can even make someone put your brochure down as soon as they've picked it up. In our time-poor lives, potential customers don't waste time reading something that doesn't make the grade.

They click out of websites at such speed if they don't like them. Then they'll click to find another business that meets their expectations and who they can trust.

All of your written material needs to reflect your business and its professionalism. Your words don't have to be formal and stuffy to be professional. They can have the flair and quirk that represents your business. And inject the personality of your brand.

But most of all, they need to work.

## Barriers to outsourcing your copy

As a small business owner, you often think you can do it all. You perform tasks that are not necessarily your skill set. And maybe you're hesitant about how [outsourcing can help](#) in general. Let alone outsourcing your copy.

Here's some of the hesitations that you may have about engaging a freelance copywriter for your business. Plus some reasons how a copywriter can help your business achieve its goals.

## I can write, so why would I pay someone to do this?

Yes, that's true, to some degree. Most of us have the tools to write – Pen, paper, computer, word processing software, a basic command of the English language. But writing isn't all about putting your thoughts down. Plus there's different ways to write.

Writing brochures is different to writing web copy or writing blogs or putting together email marketing campaigns.

A lot of people that come to me for copywriting have tried writing their brochure or web copy. But they just can't get it right. They know it's not quite there yet. But they just can't work out how to give it the push that it needs.

## It's too expensive

Leading on from point 1 is why pay someone to write when you can do it for less? That's a valid point. But don't forget about the time you spend planning, writing your content, or changing it around. A skilled writer can do it in far less time than you can.

Or how about the cost involved in reprinting 1000 brochures because you had a typo or grammatical error. Or the cost when your copy just doesn't cut it. When people don't pick up your brochure from a café and take it home.

So [what do copywriters charge](#) ?

- junior/entry level one charges \$50 – \$70 per hour
- mid-level one \$70 – \$100 per hour
- top-level copywriter \$100 – \$180 per hour

Bear in mind that most copywriters charge by project. So you'll have a set fee at the start. You also need to weigh up the potential pitfalls and costs of doing it yourself.

## **I don't know where to find reputable copywriter**

We don't know who to trust or where to find a decent copywriter. You can Google copywriter, and get a heap of hits. Scroll through oodles of copywriters, page after page. But a good copywriter may not necessarily have been able to put themselves on page 1 of Google. Unless they've invested in a [DIY SEO course](#) or outsourced their SEO. Plus there could be copywriters who have paid ads to be on page 1.

Other places to look are freelance directories, especially copywriter specific directories. An example is [The Clever Copywriting School Directory](#). Or if you're really struggling, try the [Copywriter Concierge service](#).

Reputable copywriters also operate as a business, have a website. One that you feel compelled to read. After all, if they can't convert you, then that's a problem.

See some copy you like on a website or brochure? Then ask who their copywriter is. Referral is a good starting point.

## **I want someone in-house**

The problem with wanting to have control over a writer in-house is this. You may not have enough work for someone full-time or even on a part-time, few days a week basis. You may also not have regular work. So it makes sense to outsource only when you need someone.

With tele-conferencing options, it's pretty easy to speak with your freelance copywriter, even have them on Skype or Zoom. So you can speak face-to-face.

## **They don't know my business**

Copywriters don't just start writing as soon as you've said to commence the project.<sup>1</sup> They undertake a thorough briefing process. This generally involves a briefing questionnaire as well as a phone briefing too.

They then use this as the basis for their research into your brand, your tone of voice, your competitors and undertake keyword research (for online copy projects).

They also have a different view of your business as they're not so close to it as you are. They can see how it works and offer a different perspective.

## **I don't understand the copywriting process**

If you've never outsourced to a copywriter that's understandable about being hesitant. It's really a lot easier than you think.

Firstly, you fill out some details about what you're after. A copywriter will speak with you to get a better understanding of the work required. They'll then work with you to put together a brief and prepare a written quote.

From there it's an iterative process. They'll draft up a skeleton draft for big projects, you'll have input on this and then they'll go ahead and write a draft. This will come to you for review with your chance to comment, or even use track changes in the document.

So you get a lot of input on the feel of your copy.

## **I'm unsure about attribution of the copy**

I don't want someone to know I've used a copywriter for my blog posts. You probably don't realise, but there's ghost blogs everywhere. They're seamlessly integrated into a site, with no mention of the writer. These ghost blogs are written by a freelancer copywriter, but it's posted as if the company has written it.

Ghost bloggers don't seek attribution for their content that's placed on your website. There's usually an agreement between the business and the copywriter. As soon as the copy is finalised, copyright is handed over to the client. The copywriter generally is not able to promote the content to others unless a different agreement has been specified.

## **Conclusion**

There's many reasons why you may be hesitant about engaging a freelance copywriter. Plus some answers to explain what it's all about and why you needn't be unsure about hiring a copywriter for your next project.

## **Over to you**

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### **Kelly O'Donnell**

Kelly O'Donnell is a freelance copywriter who helps small business get noticed online. From newsletters, blogs and website copywriting, Kelly's aim it to help those who just don't have the time or inclination to write. So forget about struggling with grammar and punctuation and let someone else find your words. Visit her website [www.kellynicoleodonnell.com](http://www.kellynicoleodonnell.com)

