



12 Questions to Help You Improve Your Copywriting Workflow

- 1 Are you giving your writers relevant persona information?
- 2 Are you providing your writers with a consistent style guide
- 3 Have you been expecting your writers to assume what they should be doing at any point during their assignment?
- 4 Did you ask your writers to read over some examples of content they should model their work after?
- 5 Are your writers actually reading the content examples?
- 6 Do you check-in with your writers? Have you asked them how they are doing or to give you any feedback?
- 7 Are you making sure your writers feel valued?
- 8 Have you explained the specific goal of each writing assignment?
- 9 Do they know about your conversion needs?
- 10 Have they been told about the importance of effective CTA's?
- 11 Have you told them what keywords to focus on?
- 12 Is there a clear, hard deadline in place for each stage of the assignment?

