

[Checklist]

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# Copywriters: 5 Tips for Choosing the Right One

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When you find yourself in a position where you need to hire a copywriter, but are unsure about what qualities you should look for, look no further.

Although there is no one right answer to what makes the perfect copywriter, there are a few things you can do to find someone who will be a good fit for your project. Here are five tips to help you find the best writer for your needs.

All the best,

*Keegan A.M. Lewis*

### 1) Know what you're looking for from a copywriter.

- Be clear about your objectives. What is the purpose of this project? Are you looking to get more sales? Do you want to increase brand awareness? You're more likely to get what you want if you can tell the copywriter exactly what it is.

### 2) Check out their portfolio.

- Of course, your writer should be able to show you examples of their past work. The types of projects that they've handled in the past are good indicators of the projects they can handle for you. After all, why employ someone whose writing skills haven't been proven?

### 3) Talk to them on the phone and, if possible, meet in person.

- Make sure to talk to your copywriter. Not just for a quick hello. Sit down, get to know them and what they do, then ask them about their process. Consider the whole package, not just the words they write, to gauge whether you'll be able to work well with your copywriter on both a professional and personal level.

### 4) Consider their expertise.

- Considering your next copywriter should be like considering a surgeon. They're the one who does all the "dirty work" and they're the one who makes it happen. Luckily, you have several factors to help choose the right copywriter for your project, including their expertise and track record.

### 5) Give them a paid test project before you commit to an agreement for longer projects.

- Some copywriters will let you try out their services for a "trial" period; in most cases, it will be a paid test project. By working together on a smaller project, as opposed to diving right into the big stuff, you'll have an opportunity to judge a copywriter's core strengths and to see how your personalities mesh.

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# Need a Copywriter?

I am a copywriter for hire who not only can craft powerful and persuasive copy that captures readers' attention, but also employ techniques that help any company grow their business.

Let's work together.

**Schedule a free consultation to get started.**

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