

Ian R (Bobby) Duncan
Freelance Copywriter & Marketing Consultant

Information Packet

Hello,

Thank you for your interest and for requesting my information packet. It is possible that you have requested my information packet out of curiosity or maybe with more serious intent. Perhaps you have a need for an outside copywriter specializing in direct marketing copy, short and long copy direct mailings and emails as well as newsletters and press releases.

You might be looking for someone who can write that kind of copy and also has a background in the outdoor recreation field. Someone who speaks your customer's language, understands their challenges, fears and aspirations from personal experience. A writer who shares their passion for the outdoors, can connect with them on a personal level *and* can move them to action.

This information packet serves to show you how, with my expertise and experience, I cover both those bases and how I can help move your company's marketing efforts into a higher gear. Now of course you want to know much more about me than that and so, in the absence of a face to face conversation, let me answer some of the more common questions I encounter. This will save you time and give you a good idea of what it will be like to work with me.

What are your writing qualifications?

In addition to writing in the context of my previous business experience, I have engaged in various AWAI (American Writers and Artists Inc) courses including:

- The Accelerated Copywriting Course.
- Smart Start Copywriting.
- Desktop Marketing Course.
- Internet Research Course.

I discuss my experience in a broader context and more detail in a following section below.

Do you have a background or experience in my industry?

I am a born and bred "Bush boy" and have spent most of my life in southern Africa. I grew up with a passion for the outdoors and my whole working life has been spent in various outdoor endeavors from farming to safaris. I am a keen outdoorsman, interested in a wide range of outdoor activities from hiking and camping to off road 4x4 expedition travel. I have had the privilege of pursuing these passions in places as diverse as southern Africa, New Zealand, Australia, Afghanistan and the United States.

What kind of assignments can you handle?

Direct marketing copy in the form of long and short copy direct mailings and/or emails are my core specialty. However, I also enjoy writing newsletters and press releases and other information providing material. An important part of marketing is connecting with the customer and building a trust based relationship resulting in long term, loyal customers who become enthusiastic ambassadors for your brand.

How long will it take to write my copy?

This will depend very much on the project involved. In initial discussions, deadlines will be discussed, and I will do my best to accommodate your timeline. As an indication, a short copy sales letter or email will typically take 3 – 5 business days to produce the first draft. Again, this will depend entirely on the project and the research requirement for example, is one factor that can significantly impact the timeline.

What about revisions?

I will always endeavor to produce the best quality copy I can. However, I also realize that a "Bull's eye" on the first shot is a rare thing! I will undertake to do whatever revisions necessary within the given timeline until you are satisfied with the result. I find this takes, on average, 1 – 2 revisions. Also, this applies at no extra charge as long as there is no change to the original work order. If there are changes, then the cost will need to be amended accordingly.

What do you charge for your services?

I have included an estimated investment schedule which can be used as a guide. This will depend on the particular project and a more accurate figure will be established when the project requirements are discussed.

And one final question – **How do I hire you?** You can contact me by phone, email or on my website and you can also find me on LinkedIn. My full contact details are listed below.

I look forward to hearing from you and investigating ways that I can help you to reach and exceed your marketing goals.

Sincerely,

Bobby Duncan
Freelance Copywriter & Marketing Consultant

P.S. You don't need to have an urgent deadline looming to contact me. Give me a call and we can ensure you are ahead of the curve.

Phone: 971 400 4606

Email: bobby@copywriteroutdoors.com

Website: www.copywriteroutdoors.com

LinkedIn: <https://www.linkedin.com/in/bobby-duncan-outdoors/>

Typical Services and Fee Schedule	
Service Description	Estimated Investment
Newsletter	\$600 - \$1,500
Article or Advertorial	\$1 - \$1.50/Word
Website Content	\$750 - \$3,500
Email - Short Copy	\$250 - \$2,000
Email - Long Copy	\$750 - \$3,500
Email Autoresponder (Series)	\$150 - \$1,000/email
Landing Page	\$950 - \$3,000
Site Audits	\$1,000 - \$2,500
Copy Critique	\$400 - \$1,200
Opt-In Forms	\$750 - \$1,250
Thank You Pages	\$250 - \$2,000
Blog Post (depending on length)	\$100 - \$800
Special Reports	\$1,000 - \$2,000