

# Action Copywriting

## Standard Operating Procedure

(aka Our Process)

Congratulations on choosing Action Copywriting for your manufacturing/industrial writing needs!

Please take a moment to familiarize yourself with this standard operating procedure.

This SOP is generic. Rest assured—we adapt to your product/business/service.



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### STEP 1 – Pre-start

- Fill out the contact form on [actioncopywriting.com](http://actioncopywriting.com) or email [contact@actioncopywriting.com](mailto:contact@actioncopywriting.com)
  - We address any follow-up questions for your project
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### STEP 2 – Startup

- We draw up a proposal with scope, schedule, rates
  - You approve the proposal, and Production begins
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### STEP 3 – Production

- We work our magic—research, interviews, writing
  - You receive an outline or a draft for approval
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### STEP 4 – Maintenance

- You approve or suggest revisions
  - We revise the content (if necessary)
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### STEP 5 – Powering down

- You approve the content, and we send the final invoice
- Your content is ready for action!



#### Format Compatibilities:

- MS Word, Google Docs, Trello, Slack, GatherContent, BaseCamp



#### Warnings:

- Booking typically requires 3 weeks advance notice
- We work on Eastern Time (EST)



#### Warranty Information:

- You are entitled to 2 rounds of revisions
- Invoices are due 30 days from receipt (net 30)