The Lazy Copywriter's Guide to Keeping Client Changes to a Minimum

the fix

Stop it with all the changes

God damn clients paying our wages and expecting us to "tweak" our copy based on their insane whims.

Wait—that makes it sound like it's fair for clients to want to change our work, given they're paying us…

And do you know what? To some extent, yeah, you're always going to need to make some changes to your copy. That's just the nature of the game.

But if you're an inherently lazy copywriter—as most of us are—then you probably want to keep changes down to a minimum.

Good news is, there are ways you can significantly reduce the amount of time-wasting back and forth you have with your clients…

And we outline them in this very guide.

Hurrah!

We'll be honest—it requires a little more graft up front to begin with, but once you put these processes in place we're confident you'll see your revisions reduce and projects get signed off much quicker.

It'll save you a lot of time—and effort—in the long run.

But wait…

You might be reading this thinking:

"Hang on chaps, it's not client changes I need help with… it's getting clients in the first place!"

If that is the case, there's good even more good news…

We've put together a detailed and interactive video course called **The Secretly Successful Copywriter** that shows you how to get more clients.

You can check it out here:

https://thefixcopywriting.com/the-fix-the-secretly-successful-copywriter

Then, once you've got more clients, make sure you use the advice in this guide to keep them happy and keep any annoying copy revisions down to a minimum.

Double hurrah!

Enjoy reading and we hope you find the tips and suggestions useful.

Best wishes,

Nick & Glenn
Founders of The Fix

1. Establish trust with your clients

Okay, where do you start?

Well, one of the foundational aspects of avoiding countless revisions is establishing trust with your clients.

Trust doesn't just happen overnight—it is built through consistent, high-quality work and open communication.

When a client trusts you, they are more likely to accept your work with minimal revisions, as they believe in your ability to deliver what's best for their brand.

That's where you want to be.

So, how'd you get there?

First:

Start by understanding that a client relationship is similar to any other relationship—it requires nurturing.

From the very first interaction, demonstrate professionalism and reliability.

Make sure your client feels heard and understood. Listen carefully to their needs and reflect that understanding in your proposals and drafts.

Then remember:

Consistency in delivering what you promise is crucial.

One of the easiest ways to establish trust is to meet deadlines without fail, and if an unforeseen issue arises, communicate it promptly.

Regularity in communication, billing, and meeting deadlines doesn't annoy a client— it builds a reputation of reliability, which is integral to earning trust.

The fact is clients should view you as the expert.

One way to develop this perception is by consistently delivering work that exceeds their expectations—this will set you way ahead of the competition.

Another is by offering informed insights or suggestions that improve their content or strategy.

Of course, don't be pushy with it and do it in a nice way…

But when clients see that you are invested in their success, they will be more inclined to trust your judgment and require fewer revisions.

2. Set clear a clear plan

This next bit is hard because traditionally we're creative types who don't like being all managery about it.

But managing clients effectively is important to keeping changes to a minimum.

It involves setting clear boundaries, communicating expectations, and ensuring you're both on the same page regarding the project scope and objectives.

Like we say, this is crucial to minimizing revisions.

Indeed, one of the most common sources of conflict between clients and copywriters is a misalignment in expectations.

Right from the beginning, be clear about what you are offering, including the scope of work, timelines, the number of revisions, and costs.

If you want to get really pro, a well-drafted contract that outlines these details can prevent misunderstandings and set the stage for a smooth project.

Alternatively, having a structured process for managing your projects will help.

It might include an initial discovery phase, followed by a draft phase, feedback, and final revisions.

This process helps clients know what to expect at each stage and reduces the likelihood of last-minute changes or surprises.

And perhaps the most important part of client management is communication…

Regular updates are key to keeping the client informed and involved in the process.

If you anticipate any delays or issues, let the client know immediately.

Such transparency builds trust and reduces the chances of last-minute, frantic revisions.

And remember:

Communication should work both ways—encourage your clients to share their thoughts and feedback freely, but within the boundaries of the agreed process.

3. Figure out what your client wants

A deep understanding of your client's needs is paramount in delivering copy that requires minimal revisions.

The more you understand about their brand, audience, and goals, the better equipped you are to craft content that hits the mark the first time.

Before you even start writing, immerse yourself in your client's world.

This means understanding not only their product or service but also their competitors, industry trends, and target audience.

The more you know, the more tailored and effective your copy will be and you can use this research to inform every aspect of your writing, from the tone of voice to the messaging strategy.

And here's a big tip:

Don't assume you know what the client wants.

You should ask detailed questions during the initial briefing. Doing so can save you from multiple rounds of revisions later.

Some important questions might include:

What is the primary goal of this copy?

Who is the target audience?

Are there specific features or benefits that should be highlighted?

What is the preferred tone and style?

Are there any examples of content they like or dislike?

The answers to these questions will provide a roadmap for your writing and make sure the first draft is somewhere close to the client's expectations.

4. Write well

Yeah—it's obvious…

But you need to write good copy and put the time in.

Indeed, the actual writing process is where your understanding of the client's needs and your skill as a copywriter come together.

The key here is to create a draft that not only meets the brief but also anticipates and answers potential concerns or questions from the client.

There's a lot we could cover here, but the key things to remember when it comes top pleasing the client are:

1. **Focus on the Client's Voice**

   One of the biggest reasons for revisions is a mismatch between the copy's tone and the client's brand voice. To avoid this, study the client's previous content and their brand guidelines. Pay close attention to the language, tone, and style they consistently use. Your copy should feel like a natural extension of their existing content, which minimizes the likelihood of significant revisions.

2. **Be Clear and Concise**

   Effective copy is clear, concise, and gets straight to the point. Avoid unnecessary jargon or complex sentences unless it's appropriate for the audience. Remember, your goal is to convey the client's message as effectively as possible. Clarity not only makes your copy more persuasive but also reduces the chances of it being

misunderstood, which in turn reduces revisions.

3. Provide Options

   Sometimes, offering different approaches can help the client make a decision more quickly. For example, if you're unsure about the tone or structure, provide two versions and explain the rationale behind each. This approach shows your willingness to accommodate the client's preferences and can speed up the approval process.

5. Present the copy

It might seem like a small thing, but how you present your work can significantly impact the client's reception of it.

A well-structured presentation can help the client understand your creative choices and reduce the likelihood of revisions.

When delivering the copy, don't just send it over with a brief note.

Take the time to walk the client through your thought process.

Explain why you chose certain words, phrases, or structures.

This not only demonstrates your expertise but also helps the client see the logic behind your decisions, making them less likely to request changes.

And be sure to encourage your clients to provide feedback early in the process.

The sooner you know if something isn't working for them, the easier it is to make adjustments.

However, be sure to guide them in giving constructive feedback by asking specific questions such as, "Does the tone match what you had in mind?" or "Is there any particular part you think could be stronger?"

6. Handle revisions calmly

Like we say, no matter how thorough you are, revisions are an inevitable part of the copywriting process.

However, how you handle them can make a big difference in the client's satisfaction and the overall success of the project.

To protect your time and sanity, clearly state the number of revisions included in your contract.

Typically, two rounds of revisions are standard.

Make it clear that additional revisions will incur extra charges—this not only sets expectations but also encourages clients to be more decisive with their feedback.

Of course, you should remember too that not all feedback is created equal.

When you receive feedback, prioritize changes that have the most significant impact on the project's success.

Sometimes, clients may request changes that are more about personal preference than strategic necessity.

In these cases, it's your job to gently steer them towards decisions that benefit the project's goals.

If a requested change could negatively affect the copy's effectiveness, explain your reasoning and offer alternatives.

But please, please, please…

Always be professional.

Even if the feedback is critical, always maintain a professional demeanour. It's easy to become defensive about your work, but remember that the client's satisfaction is your ultimate goal.

Basically, the best bet is to approach revisions with a collaborative mindset, focusing on how to best meet the client's needs while maintaining the integrity of your work.

Think about it like that and it won't seem like such a slog.

7. Make sure the client's happy

As the project ends, it's important to make sure the client is happy with the copy you've shared.

This not only minimizes the risk of last-minute revisions but also leaves the door open for future collaborations.

Before finalizing the project, check in with the client to make sure they are completely satisfied with the final draft.

A simple follow-up email or call can make a big difference in ensuring that there are no lingering concerns or last-minute changes.

This step also reinforces the trust you've worked hard to build throughout the project.

And though you might want to just get out of there and reap the financial reward of another job done, if the client is pleased with your work, you can always ask for a testimonial or referral.

Positive feedback not only boosts your credibility but can lead to new business opportunities. Depending on your relationship with the client, you could always make it easy for them by offering to draft a short testimonial for their approval.

8. Assess the project

The final step in avoiding countless revisions is to learn from each project and continually refine your process.

This helps you to keep improving and adapting to meet the needs of your clients more effectively.

After each project, take some time to reflect on what went well and what could have been improved.

Did you encounter any unexpected challenges?

Was there any feedback that took you by surprise?

Use these insights to adjust your approach for future projects.

The simple fact of the matter is that continuous improvement is key to reducing revisions over time.

And never forget..

The world of copywriting is always evolving. To stay at the top of your game, make a habit of learning new techniques, studying successful campaigns, and staying updated on industry trends.

Whether it's through courses, books, industry events, or reading through guides like this… ongoing education will help you deliver work that's not only high-quality but also current and relevant.

A Quick-Scan Summary

1. Establish trust with your clients

   - **Build a Solid Relationship**: Start by developing a relationship with your clients where they trust you not only on a business level but also in your expertise as a copywriter. Trust is key to ensuring smooth collaboration.
   - **Consistency is Key**: Demonstrate reliability by consistently delivering work on time, invoicing correctly, and maintaining professional communication. This helps in building long-term relationships.
   - **Showcase Your Expertise**: The client should believe that you are the best person to handle their copy. This can be achieved by understanding their brand and providing value through your work.

2. Set a clear plan

   - **Set Clear Expectations**: From the outset, clarify the scope of work, timelines, and the number of revisions included. This helps in avoiding misunderstandings later.
   - **Use a Structured Process**: Implement a step-by-step process for client engagement that allows you to manage expectations and deliver quality work consistently.
   - **Communication is Crucial**: Maintain clear and regular communication with your clients. Keep them updated on the progress and involve them in key decisions.

3. Figure out what your client wants

   - **Research Thoroughly**: Before you start writing, spend time researching the client's industry, target audience, and competitors. This knowledge allows you to craft copy that truly resonates with their needs.
   - **Ask the Right Questions**: Engage in detailed discussions with your clients to understand their goals, preferences,

and the message they want to convey. This minimizes the need for revisions later.

4. Write well

- **Focus on the Client's Voice**: Ensure the copy aligns with the client's brand voice and tone. This requires understanding their previous communications and the image they want to project.
- **Be Clear and Concise**: Effective copy is clear, concise, and directly addresses the client's objectives. Avoid overcomplicating the message.
- **Provide Options**: Sometimes, offering a couple of different versions or approaches can help clients decide more quickly and reduce the back-and-forth.

5. Present the copy

- **Guide the Client Through Your Work**: When presenting the copy, walk the client through your thought process. Explain why you chose certain words, phrases, or structures to help them understand your decisions.
- **Seek Feedback Early**: Encourage feedback early in the process to ensure you're on the right track. This feedback should be specific and actionable.

6. Handle revisions calmly

- **Limit the Number of Revisions**: Clearly state the number of revisions included in your contract. Additional revisions can be billed separately.
- **Prioritize Feedback**: When receiving feedback, prioritize the changes that have the most significant impact on the project's success. Some revisions might not be necessary, and you can guide the client on this.

- **Stay Professional**: Even if the feedback is critical, remain professional. Your goal is to satisfy the client while maintaining the integrity of your work.

7. Make sure the client's happy

- **Ensure Satisfaction**: Before closing the project, ensure the client is fully satisfied with the final product. A happy client is more likely to return and recommend you to others.
- **Request a Testimonial**: If the client is pleased with your work, ask for a testimonial. Positive reviews build credibility and attract more clients.

8. Assess the project

- **Reflect on Each Project**: After each project, reflect on what went well and what could be improved. This helps in refining your process and avoiding similar issues in future projects.
- **Keep Learning**: The copywriting industry is always evolving. Stay updated with the latest trends, techniques, and tools to continually improve your services.

What next?

Now you know how to keep clients happy…

You might want to go out and get some more clients.

But how?

Well, like we said before, we've put together a detailed and interactive video course called **The Secretly Successful Copywriter** that shows you how to get more clients.

You can check it out here:

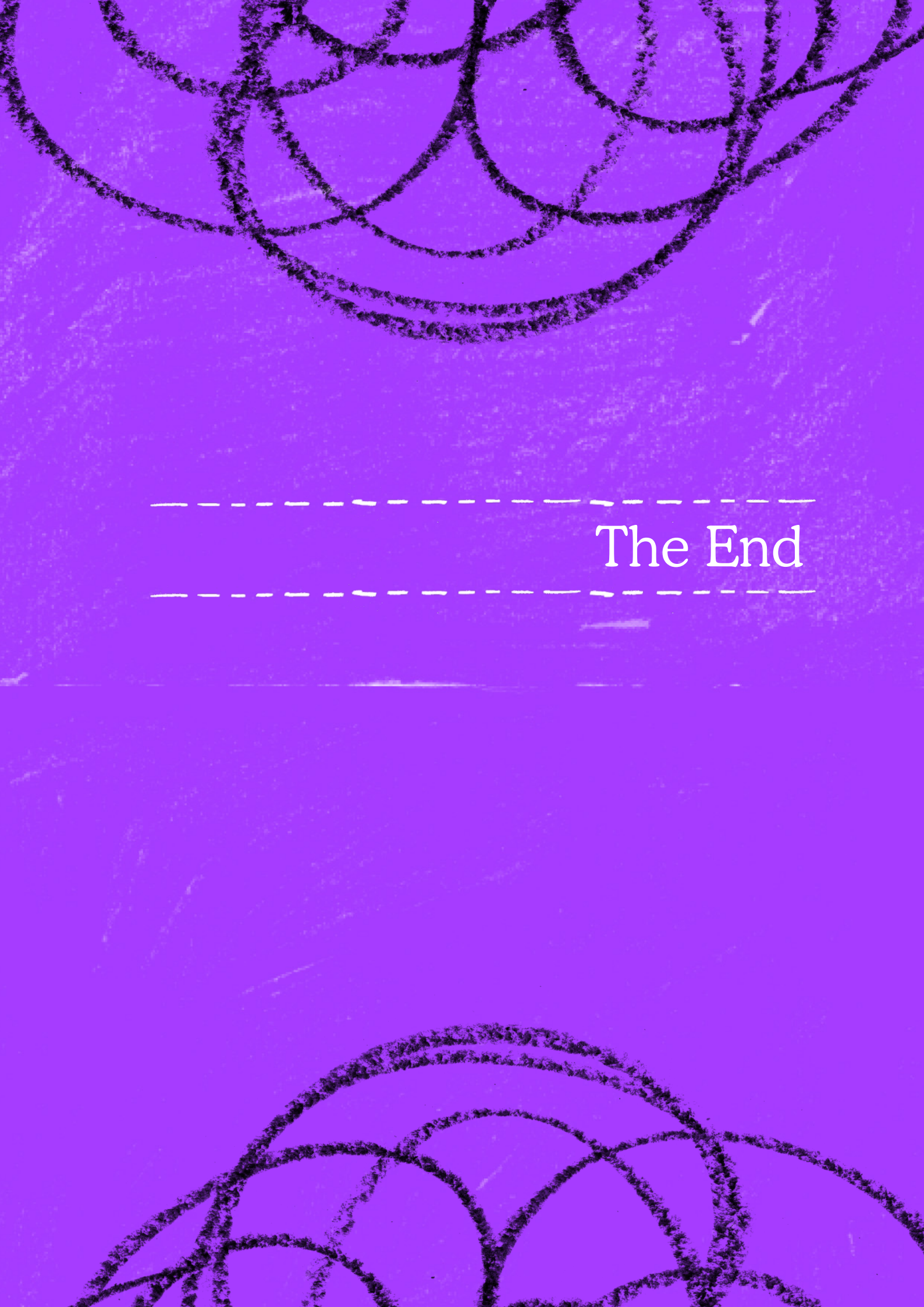
https://thefixcopywriting.com/the-fix-the-secretly-successful-copywriter

And as with everything we do here at The Fix…

If you have questions, comments, or special requests for issues you'd like us to cover in the future, don't hesitate to get in touch with us.

Our inbox is always open at feedback@thefixcopywriting.com

Or send a pigeon. We like pigeons.


The End