

# WRITING PROJECT PLANNER

FREE

from

RH

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WRITER

## THOUGHTS TO PONDER

Before contacting or hiring a writer for your project, it helps to think through:

- Which writing / content strategy best serves your goals?
- How does the project support who you are and what you want to achieve?
- What other factors best convey your timelines and expectations?
- How much experience do you want from your ideal writer?

## PROJECT SPECS

Project Name	
Ballpark Budget	
Timeline / Deadline	
Primary Decision-Maker Name	
Primary Decision-Maker Contact Info	
Type of Writing Project	<input type="checkbox"/> Content Marketing & Articles <input type="checkbox"/> Website Content & SEO <input type="checkbox"/> Email Campaigns & Newsletters <input type="checkbox"/> Digital Marketing & Advertising <input type="checkbox"/> Post-Click Marketing <input type="checkbox"/> Journalism (in-house publication or site)
How many pieces, words, or pages do you need?	
What existing assets are available for use (photos, PDFs, videos, podcasts)?	

## VISION

How does this project support your brand / business goals and values?	
How do you describe what you do?	
How do you describe why you do what you do?	
Who is your target audience?	

## ACTIONS & ASSETS

What existing resources and subject-matter experts can you provide for getting up to speed?

What call-to-action is appropriate?

How will you measure project success?

## EXPECTATIONS

How much background effort / research is needed before writing starts?

How many meetings do you anticipate?

How much coordination is required between the writer and fellow team members (such as designers or strategists)?

## REVISIONS

How many rounds of revisions do you anticipate?

How many people on your team will review drafts and provide feedback?

How will you resolve in-house feedback disagreements?

How quickly will you turn around draft feedback?

## PROJECT ESTIMATE FORMAT

What format do you prefer for your project cost estimate?

- ☐ Hourly rate
- ☐ Per-project rate
- ☐ Retainer fee for ongoing writing needs