

Customer Success Story

Marketing expert

Jo McCall

Wanted: Copywriter

Must be efficient,
creative and effective

A great marketer who struggled with copywriting

Jo McCall didn't want to waste precious time agonizing over copy for her clients.

As the owner of McCall and Associates, a small business that provides a variety of advertising and marketing services, she knew her own talents lay in media buying and providing excellent customer service to her clients.

Since she still needed copywriting to complete her clients' projects, she outsourced the work.

"I had used some copywriters in the past," McCall said. "They were OK, but they weren't a really good fit."

She needed a copywriter who understood her and her business.

Not just any old writer would do.

When McCall landed a new client, she needed to impress. Because she runs a small business, she knew she had to prove herself, showing that McCall and Associates was just as capable as much larger firms. She felt confident she could do the job, but she had to earn her new client's trust.

And she needed a writer who could help make that happen.

So she created a wish list of qualities she wanted in the writer she hired.

Creativity, of course, was a must. She couldn't give her clients tired, uninspiring copy and expect great marketing results. She needed a writer who could provide clean, original, energetic copy.

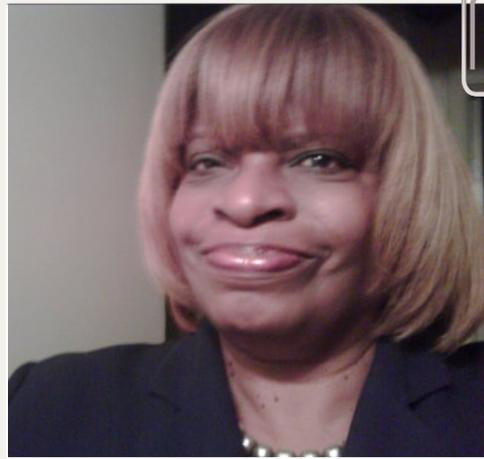
She also needed a self-starter. She didn't have time to spare for handholding a writer through each step of the process. After she explained the project requirements, she wanted the writer to run with it.

McCall had no time to slog through endless rounds of edits, either. She needed a writer who could do the job right the first time.

It was a tall order.

So McCall turned to a trusted business friend for a referral, hoping she could find a creative, professional and talented writer who didn't need micromanaging.

Next thing she knew, she was on the phone with me.



Jo McCall,
small business owner

“ You were great to work with. You did everything in a timely manner and that meant a lot. The product was great, too.”

– Jo McCall

There was just one problem.

At first, McCall was concerned that I don't work on-site. But that worry was put to rest when she realized my efficiency and the quality of my work.

“I knew you had to be good, coming from my friend's recommendation,” McCall told me.

So we got started immediately. She had no time to waste.

The race to beat a looming deadline

McCall's first two projects required a speedy turnaround. Her client wanted to promote a major event, and the date was fast approaching. They needed advertisements for three different publications and a 30-second radio commercial in just a matter of days.

She couldn't afford to let her client down. She was counting on me to deliver.

Because of my professional background at newspapers and magazines, I never crumble under deadline pressure. Facing a sticky situation is tough on my clients, so I help lighten their burden by offering quick, efficient professionalism and high-end copywriting.

Thankfully, McCall had hired the right writer. We reviewed the project details, and I got to work. McCall submitted the ads to her client with time to spare.

Her client was so pleased with the results that soon McCall found herself on deadline again.



Ashley Festa,
copywriter

“Your efficiency, your creativity – I didn't have to worry about any of that. You were very professional.”

– Jo McCall

The value of a writer who "gets" you

McCall's client was back with a new project, asking for five print ads, three web ads, three 30-second radio commercials, a billboard and a online advertorial – all due in just a few of weeks. The client's fiscal year was coming to an end, and they needed a great marketing push before the funds dried up.

With so much to do in so little time, McCall felt her client's desperation. She needed quality copywriting – in a hurry.

McCall knew she didn't need to explain her client's project details all over again. I understood what she needed, with no time wasted laboring over minutia.

I came to her rescue and delivered the job on time. McCall impressed her client once again.

All those "little extras"

McCall appreciated the value-added benefits of working with me, too.

For example, while we discussed the challenges of the project and what she hoped to achieve, I offered a solution that neither she nor her client had considered. They used the idea, and it was exactly what they had been looking for, saving them both a lot of time and energy.



At a loss for words?
Let me help.

“I'd hire you again
right away.
No doubt in my mind.”

- Jo McCall”

A job done right the first time

My original draft for each of the ads required very few edits. Fewer changes meant less frustration for McCall and her client.

By the end of her stressful, deadline-driven projects, McCall was relieved and delighted that she had top-notch writing to present to her client.

"Copywriting isn't easy, and you managed my project really well," McCall said. "You know what you're doing."

Do you need an effective, reliable copywriter, too?

If you want a success story like this one, contact me at ashley@ashleyfesta.com and together, we can make it happen.