



**DAMN SMART**  
marketing

# 10 Must-Ask Questions

**BEFORE HIRING  
A COPYWRITER**

Content is queen.

In today's always-on market, getting in front of your target audience with the right message is critical. And dynamic, high-converting copy is a straight path to filling your funnel and closing more sales.

So, you're on the lookout for a great copywriter to support your business.

You need:

Fantastic copywriting that builds relationships and drives action

Content ideas and collaboration

A writer who's professional and easy to work with

Quick turnaround with no fuss

To land your ideal copywriter, ask prospects these 10 questions about their writing, experience, and process. We've also included some helpful answers, multiple-choice style.

Here we go.

## Writing

- 01.** How would you describe your writing style?
  - a. Formal
  - b. Conversational
  - c. Depends on the day
- 02.** How do you tailor copy to your client's brand voice?
  - a. I absorb and reference your existing content
  - b. I'll write a trial piece of copy for feedback
  - c. Trial and error
- 03.** Do you use any standard copywriting frameworks?
  - a. PAS (Problem - Agitate - Solution)
  - b. AIDA (Attention - Interest - Desire - Action)
  - c. 5 Ws (Who - What - When - Where - Why)

## Experience

- 04.** What clients have you worked with in the past?
  - a. Fortune 500 Tech Firm
  - b. Midwest Regional Bank
  - c. You'd be my first
- 05.** Do you specialize in an industry, content type, or platform?
  - a. I rock tech blog posts
  - b. I'm great at short-form web copy and social media posts
  - c. I'm a jack of all trades
- 06.** How do you keep up with the changing trends in writing?
  - a. I jet set to conferences
  - b. I take regular writing classes
  - c. I subscribe to (and actually read) newsletters

## Process

- 07.** How do you manage ambiguity?
  - a. I ask lots of questions upfront (hello discovery calls)
  - b. I ask nicely for content briefs
  - c. Ambiguity? What's that?
- 08.** What is your start-to-finish process?
  - a. I start with a client-approved outline, move to a first draft, and turn edits around in 2 business days
  - b. I deliver a first draft in 3 business days and turn edits around in 4 business days
  - c. I don't have a set process—it limits my creative flow
- 09.** What type of feedback do you prefer?
  - a. I prefer straightforward, respectful, constructive criticism
  - b. I appreciate a softer approach with some coaching along the way
  - c. I cry into a pillow
- 10.** What is your process for learning about your clients' business and their target audience?
  - a. I conduct copious amounts of research before ever writing a word
  - b. I read client bios and websites
  - c. I shake a magic 8 ball

**10 questions. And they should lead to 10 compelling answers.**

There's no one-size-fits-all when it comes to copywriting. To find your ideal writer, match your needs with their skills and expertise.

And if you want to lob these questions at Damn Smart copywriters, we know a few. Reach out for a free no-fluff conversation about your content and copywriting goals.

**Schedule time with our founder today.**

[damnsmartmarketing.co](https://damnsmartmarketing.co)