

## **Frequently Asked Questions:**

### **Q: What are your qualifications as a copywriter?**

A: For 17 years I have written “copy” in a variety of roles.

Through American Writers and Artists Incorporated (AWAI) I have been trained, evaluated, and verified in direct response writing (both print and online), SEO writing, video sales letters, autoresponders (funnels), lead generation emails, and social media advertising . I am continuing to develop my skills by completing other AWAI advanced programs and belong to AWAI’s “Circle of Success”.

In 2001 I completed a Master of Arts in Communication which included courses in copywriting.

While working in higher education, my writing included newsletters, brochures, articles, and outreach letters.

Prior to that I worked on a church staff as the director of children and family ministries, in which I wrote curriculum, newsletters, scripts, fliers and brochures. I have also developed communications pieces for several community service organizations.

My experience as a published writer includes over 125 feature articles and one self-help book for stepfamilies, I’m Not Your Kid (Baker Books, 2004).

### **Q: What qualifications do you have to write for a faith-based market?**

A: Nearly all of my published feature articles have been for a faith-based audience, as was the book. I am well versed in the language, missions, and passions of “the Church.”

My Master of Arts in Communication was earned from Southwestern Baptist Theological Seminary, so the bulk of my training has been focused on writing for the evangelical community. At Southwestern I completed courses in writing for the Christian market (news releases, editorials, devotions, articles and books), script and screenplay writing, broadcast writing, and curriculum development. Courses in Bible and theology also heavily influence my writing.

Most of my published articles have been for the Southern Baptist Convention or the Southern Baptists of Texas Convention. They include reports, feature stories, promotional pieces, and an editorial or two.

### **Q: What kinds of projects do you handle?**

A: I am most interested in online copywriting.

- Email marketing including lead generation, prep for sale, onboarding, stick and direct sales
- Blogging and articles (news, feature, case studies)
- Other website content (Headlines and leads, “About” pages, FAQ’s)
- Scripts for video sales letters

Fundraising for non-profits is a passion, and I will tackle direct response fundraising letters (print or online) and grant writing.

**Q: What do you know about Search Engine Optimization (SEO) copywriting?**

A: I have completed an AWAI training program for SEO copywriting, and practice strategies to research key words and phrases for a client’s industry, product, or service prior to starting the writing process. I will thread the most competitive key words and phrases throughout my copy in a natural and informative way so that your prospects (1) will find you through key word searches, and (2) will stay engaged with your website because they are finding the information they need.

**Q: How long does it take you to complete a copywriting project?**

A: In general, I can complete a project in as short as two weeks, and less than four weeks. During this time, I am typically able to complete thorough research, develop the big idea, write, re-write, and produce a polished product.

In practicality, it will depend on the scope of your project, and my schedule of previous commitments.

If your requirements are urgent and you must have work done in less than a two-week time frame, please call me anyway. If I can realistically accommodate you and we work out an agreement, I will always produce a quality product in the agreed upon time-frame.

**Q: How much do you charge?**

A: Fees are negotiable, and I will do my very best to accommodate your budget. Once we discuss your needs, I will generate a proposal for your review.

**Q: What are your working hours?**

A: My normal working hours are 9a.m.-4p.m. Monday through Friday Central time, and I can be reached by Skype or phone (870-269-7089). However, outside of those hours, I will

respond as soon as possible. Please either email me ([kadkins.writer@gmail.com](mailto:kadkins.writer@gmail.com)) or text me (870-615-3408).