

CASE STUDY # 2

Closing a deal and getting paid on text

By Shreya Pattar

FEBRUARY 2021

Kumar: Hi Shreya, are you currently open to freelance copywriting projects?

Me: Hi Kumar, yes, how may I help you?

Kumar: We need a Medium article (blog post) for our company. Here are the details <info>. The purpose of the article is to build an online presence and a digital reputation for our brand. This is not exactly a case study, but maybe just a quick informative article for the purpose of recognition etc.

The prospect gave me all the required information in the beginning of the conversation. He had crystal-clear clarity of his requirement, and I did not need to ask any follow-up questions about the task.

Me: Understood, thanks for sharing. This would be good as an article of 400-500 words. What is your budget for this article?

I used the "Quick Questions" qualification method, focusing only on the budget.

Kumar: I'm not sure
Let me know the best rates

Me: My fee for a 500-word article starts from \$XXX.
- Article shared on a Google Doc
- Up to 2 rounds of edits are provided
- Advance payment.

I now used the "Exchange Estimates" method to share my fees and work.

Kumar: We're in the very startup phase, do you think we could do something for \$XX? The help would be really appreciated.

Me: A shorter article may not be effective... a 500-word article would allow me to cover the mentioned points in detail.

I provided my recommendation on the word count based on the prospect's scope of work and expectations

Kumar: Yep, would it be possible to have a slightly lesser cost for the 500 word article? Please let me know the best rate. Let's say something in 350 to 400 words.

Me: Are you looking for a one-off article, or something more regular?

I highly recommend you to upsell your services and *then* offer a discount.

Kumar: Right now I need 3 articles
Two more ones based on different clients
Similar format
I might have more requirements in the future

Me: Okay, I can offer you a package for 3 articles: \$XXX for for 3 articles of 500 words each (10% off)

I offered a discounted package, still increasing the value of the overall deal

Kumar: Okay

Me: Same terms:
- Article shared on a Google Doc
- Up to 2 rounds of edits per article
- Advance payment

I reiterated the terms for this new offer

Kumar: Let's say \$XX per article
Okay please let me know your UPI payment details. Please do the first article

The prospect used the discounted package to calculate a discounted per-article fee

Me: Sure. Please note: the discount is applicable for the package fee only

You must address any miscommunication immediately.

Kumar: Okay let's do the first article for the original price of \$XXX and let's see if we can do the next ones

Me: What is your preferred deadline for this first article?

Kumar: 2 days work. So u can deliver within 48 hours?
The earlier the better

Me: Monday 4 PM GMT would be best. Does that suit you?

If the deadline doesn't suit you, then suggest a realistic and manageable deadline.

Kumar: Let's do two articles?
Can you do 2 by Monday?

Me: I would prefer Monday for the first article, and Wednesday for the second article. I'll aim to do them sooner, but it would be best to have the time to offer you an excellent piece.

Don't hesitate to stick to your preferred deadline (or policies.) Clarify them again if needed.

Kumar: Okay let's do first one

Me: Perfect! Here's the payment link: <URL>

Please also share your email ID. I'll send you an email tomorrow confirming all the details, and the article outline for your approval. I look forward to working with you, Kumar!

Kumar: Paid! Here's my email. Thanks.

The payment is made while on the chat, and the deal is confirmed.

The prospect in this conversation had clarity on his requirement, which allowed us to directly focus on the offer and prices. I also handled the objections not by justifying myself or my expertise, but rather by sticking to my initial word/offer.

Use this case study to understand how to handle your prospect's objections, and offer discounts only on high-ticket services and packages.

Good luck!