



Marshall H. Hong
Professional Copywriter
8401 N. Crawford Ave., Suite 104
Skokie, Illinois 60076
(773) 869-6740
marshall@hongprocopy.com

Information Packet

Table of Contents

Table of Contents	2
Introduction	4
Frequently Asked Questions	5
What Others are Saying About Marshall	8
My Clients and Experience	12
How I Write	13
Contact and Communications Policy	13
Discussing the Project and Questionnaire	13
Investment and Getting Started	14
Research	15
Collaboration	15
Review of First Drafts	16
Revisions	17
Additional Reviews	18
Final Approval	18
Transition to New Projects	19
Getting to Know Marshall	20
Going the Extra (500) Mile(s)	20
Cartwheels and Cutting Boards	22
Services Offered	25
White Papers	25
Case Studies	25

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Sales Letters	25
Lead Generation Letters and Emails	26
Writing for the Web	26
Schedule of Estimated Investment	27

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Introduction

Hello,

You likely requested this Information Packet because you need a B2B (business-to-business) copywriter who specializes in marketing Software-as-a-Service solutions to professional firms in the legal, real estate, engineering, and similar fields. No doubt you are looking for someone who can write white papers, case studies, direct-response sales letters, brochures, newsletters, lead generation, and web-writing.

Whatever your reason for contacting me, you probably want to know more about me before hiring me to write for you. If we were sitting face-to-face, chatting in your office, you'd ask me questions. Let me try to answer a few of those questions right here . . .

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Frequently Asked Questions

Q: “Do you have experience in my field?”

A: I have been a practicing attorney for over twenty years - as a sole practitioner, as an associate at a small private law firm, and in the legal departments of two county government agencies. I previously held real estate and business broker’s licenses in the State of Illinois, and I have practical experience representing both buyers and sellers in residential and commercial real estate transactions. Before attending law school, I worked in the Research and Development department as a Computer-Aided Designer/Drafter in the fluid handling industry.

Q: “What are your qualifications as a copywriter?”

A: Over the course of my twenty-two years as an attorney, and through my participation in extracurricular activities while in law school, I have gained extensive experience writing legal documents including persuasive briefs, motions, appeals, responses, and opinion letters. My daily activities include writing numerous emails and other written communications. I have completed several copywriting training courses through American Writers and Artists, Inc. (“AWAI”).

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Q: “What kinds of projects do you handle?”

A: I can handle a full array of B2B copy, including writing for the web, but I specialize in white papers, case studies, lead generation, and sales letters.

Q: “What does it cost to hire you for a project?”

A: Each writing project is unique, and your investment will vary depending on the nature and complexity of the project in question. Just let me know what you have in mind and I will quote you a price. The attached “Schedule of Estimated Investment” gives typical prices for a variety of different projects.

Q: “How long will it take you to write my copy?”

A: As with cost, the time to complete a project will vary depending on the nature and complexity of the project. However, for most projects I like to have 2 to 4 weeks to complete the assignment. That gives me time to edit, revise, and polish until we are both happy with every word.

Q: “What happens if we want you to revise the initial draft?”

A: After your review of the first draft, you can email me with your requested changes. There is no additional charge for revisions. The first two revisions are included in the flat fee that we agree upon for the assignment, provided that they are assigned within thirty days of your

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

receipt of the copy and are not based on a change in the assignment requested after delivery of the first draft.

If you are not 100% satisfied, I will revise the copy according to your specific guidelines, at no additional cost to you.

Q: "How do I order from you?"

A: The best way to contact me is via email, at marshall@hongcopypro.com. You can also phone or text me at (773) 869-6740. Let me know what you're looking for, and together we can come up with a solution that will suit your needs.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

What Others are Saying About Marshall

"...truly has a love of learning..."

"Marshall is a learner. He is more intellectually curious than anyone I know."

"He seeks to understand anything and everything about a topic of interest or relevance, and strives to become an expert. He truly seems to have a love of learning and a commitment to increasing his knowledge base on all sorts of topics."

- Carolyn Evans, Phodographer.com

"...ability to communicate with all types of people..."

"One of the strengths that I see and admire in Marshall is his ability to communicate with all types of people while never talking down to them."

- Henry Rodriguez, Jr., EcoLab

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

"...worthy of the trust that others place in him..."

"Marshall is curious about the world, and possesses a broad range of knowledge and interests. He enjoys exploring new and different creative outlets."

"He is worthy of the trust that others place in him."

- Sharon Corse, Attorney

"...able to present ideas in a clear and logical manner..."

"Marshall is able to take confusing concepts, distill them and get to the core issues. He is able to present ideas in a clear and logical manner."

- Bomy Suh, Paralegal

"...driven to succeed in whatever he starts..."

"Works extremely well under pressure, being driven to succeed in whatever he starts. Has an unbelievably strong work ethic and desire to improve and do things to the best of his ability."

- Jeff Mueller, School Teacher

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

"...ability to master whatever new task he takes on..."

"One of his strongest attributes is his ability to master whatever new task he takes on. I really don't know many people who try new things and become an expert in that area over time."

"He keeps working at something long after many of us have either quit, lost interest, or failed."

- Dirk A. Gould, Attorney and Realtor

"...reliability, honesty, trustworthiness, follow-through..."

"The traits that I find important in Marshall are reliability, honesty, trustworthiness, follow-through, etc."

"A trait that I find a little harder to define and that I think is the most unique thing about him, is the way he is constantly engaged and interested in different things, and is always looking for new interests to explore. He seems driven by a genuine interest in life and a hunger to explore."

- James O'Keefe, Lakland Bass Guitars

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

"...takes a logical approach to solving problems..."

"I believe one of Marshall's unique strengths is his analytical mind. He is able to focus on a particular subject/issue and see it from many different angles and points of view. He is able to dissect what he is focusing on and see how it works, and then put it back together so that he understands it as a whole."

"He takes a logical approach to solving problems and situations."

"Dedication to everything he chooses to get involved with. He seeks perfection in all he does."

- Shawn Hutchings, Hutch Music Studio

"...goes to extreme lengths to achieve goals..."

"Has a desire and ability to go to extreme lengths to achieve goals or simply gain knowledge on a subject of interest."

- Brian T. Wells, Central Garden & Pet Company

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

My Clients and Experience

Marshall H. Hong, Attorney at Law

Immigration and Real Estate Law

American Writers and Artists, Inc.

Professional Copywriter Training

The John Marshall Law School Law Review

Publishing scholarly articles on a broad range of legal topics.

The John Marshall Law School Moot Court Team

International Space Law Competition (2nd Place Nationally 1996)

The Johnson Corporation (Now owned by Kadant)

Rotary joints, syphons and pumps for fluid handling applications

Society of Manufacturing Engineers

Certified Manufacturing Technologist

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

How I Write

Contact and Communications Policy

As we work together, it is important that we have fast and easy communication.

During our project, I am generally available Monday through Friday, from 4:00pm to 6:00pm CST. By far the best way to reach me is through text messaging (773-869-6740) or email (marshall@hongcopypro.com). When I receive a message from you, I will do my best to return your call as soon as possible (usually within 48 hours).

Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire through Google Docs (or an MS Word file via email, if you prefer). Please return it to my attention as quickly as possible - for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

3-10 days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that instead.

Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by PayPal or Electronic Funds Transfer.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to confer with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident the I will quickly and effectively understand your product, your voice, and your customers' core emotional purchase drivers.

Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and to be involved nearly every step of the way.

Which are you?

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Please send me an email and let me know how often you'd like to communicate and what is the best way to reach out to you (i.e. email, phone, social media, text, etc. ...)

One other point . . . I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I STRONGLY encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document - no need to worry about sending wrong files or things getting lost.

Review of First Drafts

Typically, you will receive the first draft in 10-14 business days, depending on the project size and scope.

When you receive the first draft, please review it carefully. Also, have any interested team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We will fine-tune during the second draft . . . and third draft, as needed.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Revisions

After you review the initial draft, it is likely that you will want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I will enable when I share the document with you.

I will review all of your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your products (or services) and customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work and could hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I will gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days following your review of and commenting on the initial draft.

Final Approval

Once all revisions are complete, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice will be due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

If I see something that is distracting and that might hurt your response rates, I will be direct in letting you know. If requested, I will be happy to work with your design team to make any changes needed to ensure that the end version as effective as possible.

Transition to New Projects

Once the project is complete, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements could be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Getting to Know Marshall

Going the Extra (500) Mile(s)

I could just barely see the red tail lights of the car ahead of me. Even less visible were the headlights of the car to my rear. We had all pulled over to the shoulder of the expressway, waiting for the weather conditions to improve. The blizzard had come on suddenly, as I was cruising through Pennsylvania, hugging the shoreline of Lake Erie. Visibility had dropped to less than three car-lengths. I was about seven hours into a nine-hour drive from Chicago to Buffalo, NY. But with the inclement weather it was looking like I was in for an extra couple of hours behind the wheel. I was facing the very real possibility of arriving late to Immigration Court that morning.

My client, Ade, was already in Buffalo, not sure whether I was actually going to make it at all, much less on time. A month earlier he had been on a Greyhound Bus headed for Niagara Falls. He was originally from Nigeria and had overstayed his tourist visa. He had recently married a US Citizen and was ready to begin the process of applying for a green card based on that marriage. He had figured it would be safe to travel to New York by bus, since he would not have to go through any immigration checkpoints or ports of entry. Little did he know that Immigration and Customs Enforcement ("ICE") had the authority to ask an individual for proof of legal status

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

anywhere within a hundred miles of an international border - which is exactly what happened.

When Ade was unable to prove that he was in the US lawfully (he wasn't), ICE processed him and placed him in a deportation proceeding. Although he was residing in Chicago at the time, his case was assigned to the Immigration Court having jurisdiction over the location where he was arrested - Buffalo, NY.

I had filed a Motion requesting that the Court transfer the case to Chicago. Since I had no desire to travel to Buffalo to appear for the initial hearing, I had also requested permission to appear telephonically, rather than in person. Unfortunately, when I phoned the court the day before the hearing, I was told that the Judge had not yet ruled on either motion, and that I would not be allowed to appear telephonically. This meant that, unless I could get to Buffalo by early the next morning, Ade would have to appear before the Immigration Judge without legal representation.

As it was already late in the day I was finding it next to impossible to book a reasonably-priced flight, so I did the next best thing - I phoned the nearest Enterprise Rent-a-Car and reserved a set of wheels for the nine-hour, overnight drive from Chicago to Buffalo and hit the road. Aside from fighting to stay awake, the ride had been uneventful until just outside of Erie, PA, where I encountered the Mother-of-all-Blizzards!

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Fortunately, this particular lake effect snow-induced white-out lasted only about twenty hair-raising minutes, after which I was able to make up for some lost time. Just enough time, in fact, to stop at a rest stop, change into my suit and tie, and make a grand entrance at the Buffalo Immigration Court, with only five minutes to spare. Ade's expression betrayed a mixture of surprise and relief. My cross-state journey was over, but our appearance before the Judge that morning was only the first step in Ade's successful journey to becoming a Lawful Permanent Resident of the United States of America - a journey that was ultimately to take another three years.

Cartwheels and Cutting Boards

The siren blared over the camp public address system, signaling the end of lunch hour. The other campers filed out of the mess hall and made their way back to their cabins for an hour of "quiet time" - a chance to rest up and digest their meals before resuming training.

Instead of rest and relaxation in a comfortable bunk, however, the four of us were obligated to spend the next hour engaged in intense and concentrated labor. Our assignment was to clean up the kitchen and dining area after just having served three hundred hungry gymnasts, ages K thru 12. So with mops, buckets, and dishrags in hand, we set to work.

We were not being punished. We had actually asked for this job.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

This was my second year at Tsukara - a summer gymnastics camp. After my one-week experience the previous year, I had determined to find a way to come back for a full month. But the twelve hundred dollar price tag (a princely sum in 1983) was more than my parents were willing to cough up. With five other children looking to pursue their own respective extracurricular activities, paying for four weeks of summer camp for one child would have set an expensive precedent.

Fortunately, I discovered that I could pay my own way by working in the camp kitchen. This would entail assisting the head cook with preparing food, setting tables, serving up the chow, mopping floors, washing dishes, and forfeiting our quiet time. As it turned out, our fellow campmates actually envied our being able to skip the afternoon and evening naps.

As always, quiet time was eventually brought to a screeching and jarring halt with yet another ear-piercing wail of the siren. Having just completed our kitchen detail, we enthusiastically marched out of the main lodge to rejoin the other campers and counselors in the main gym.

Working for my tuition gave me a new appreciation for the value of the training I was receiving. Wanting the best return on my investment, I chose to give up not only my quiet time, but my free time as well, spending every available minute acquiring and practicing new skills on the floor mat and apparatus. The "hardest worker" award I received that summer came to mean even more to me than the Regional All-Around Championship, and

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

placement in state finals on horizontal bar, that the hard work eventually earned me.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Services Offered

White Papers

White papers are persuasive documents that describe your buyers' problems and how to solve them. White papers help your buyers make decisions, ranging from picking up the phone and initiating contact, to closing the deal. White papers also help your buyers justify a purchase decision.

Case Studies

Case studies are persuasive narratives that feature specific, real-world uses of your product or service and help demonstrate their value. Case studies speak to your buyers' specific pain points and needs, and sway purchasing decisions by making a persuasive case for why your buyer should choose *your* solution.

Sales Letters

A sales letter is a piece of direct mail designed to persuade the reader to purchase your particular product or service in the absence of a salesperson. It is typically used for products or services which are considered medium or high value. It is often the last stage of the sales process before the customer places an order, and is designed to convert a prospect into a customer.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Lead Generation Letters and Emails

These are letters and emails designed and written to persuade a potential client to express an interest in your product or service by providing contact information, such as an email address or a phone number, which your sales team can then use to follow-up and convert the lead into a customer or client.

Writing for the Web

This includes persuasive copy for your websites or web pages, email campaigns, blog posts, and social media such as Facebook and Twitter. My copy will help you achieve the goal of your online media, which is to get the reader to take action, such as requesting additional information about your product or service, or making a purchase.

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Schedule of Estimated Investment

Service Description	Estimated Investment
White Paper or Special Report (5-10 pages)	\$2,500 to \$5,000
White Paper or Special Report (10-15 pages)	\$3,500 to \$7,500
Case Study (aka Product Success Story) <ul style="list-style-type: none">- Article Format (500 - 1,000 words)- One-page or Summary Format	<ul style="list-style-type: none">- \$750 to \$2,000- \$500 to \$750
Long Copy Sales Letter	\$3,000 to \$5,000
Direct-Mail Package, Lead Generation	\$1,000 to \$2,000
Direct Mail Package, New Subscribers	\$2,500 to \$4,000
Direct Mail Package, Generate New Orders	\$2,500 to \$7,500
Renewal Series	\$1,500 to \$2,500/letter
Brochure	\$750 to \$1,500/page
Newsletter	\$600 to \$1,500/page
Press Release (1-2 Pages)	\$500 to \$1,000
Email, Long Copy	\$750 to \$3,000

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com

Email, Short Copy	\$250 to \$1,500
Email Autoresponders (Series)	\$150 to \$1,000/email
Website - Home Page	\$500 to \$750
Website - Other Pages	\$250 to \$500/page
Landing Page	\$950 to \$3,000

Marshall H. Hong, Professional Copywriter

8401 N. Crawford Ave., Suite 104

Skokie, Illinois 60076

(773) 869-6740

Marshall@HongProCopy.com

www.HongProCopy.com