Working with The Blogsmith Content Agency to Achieve Top Results
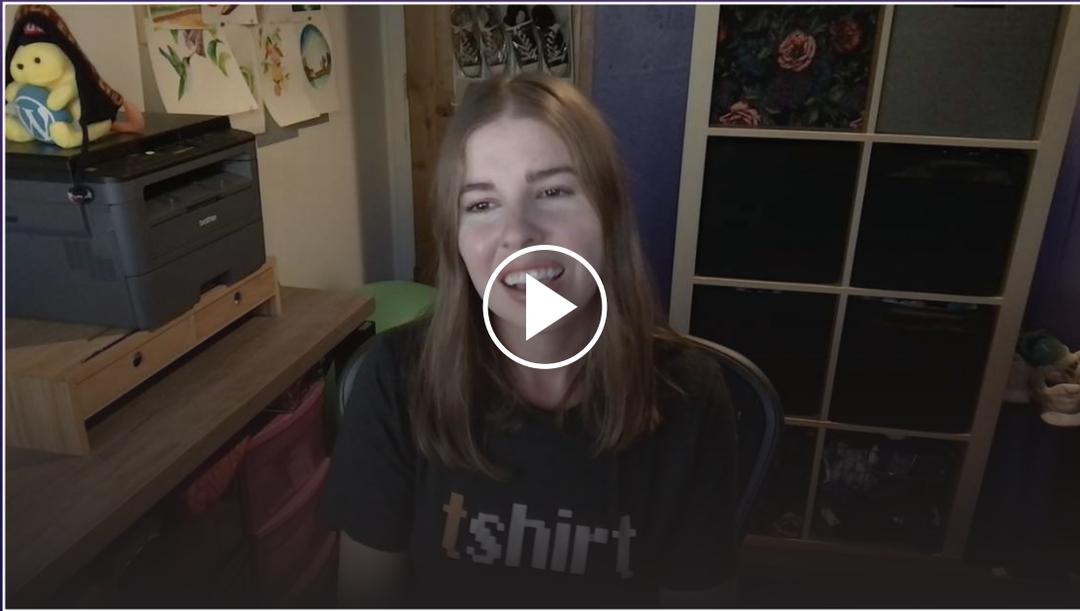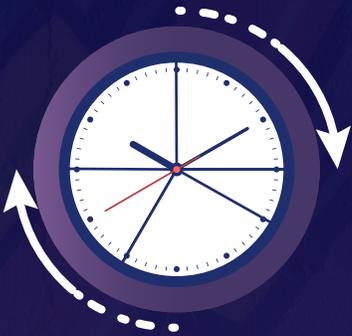
Working with The Blogsmith Content Agency

Watch: http://blgsmth.tips/welcome

Learn more about how we typically work with companies like yours so we're all on the same page. Reviewing this document will create a more efficient process.

Communication Guidelines:

Our typical hours are Monday – Friday, between **9am-5pm MST.** We aim to respond to communications shared with **content@theblogsmith.com** in 24-48 hours. Email is the best way to reach us.

We'll keep you updated on the production of topics, and email you when outlines and drafts are ready for your feedback or approval.

Here's what we worked on this week:
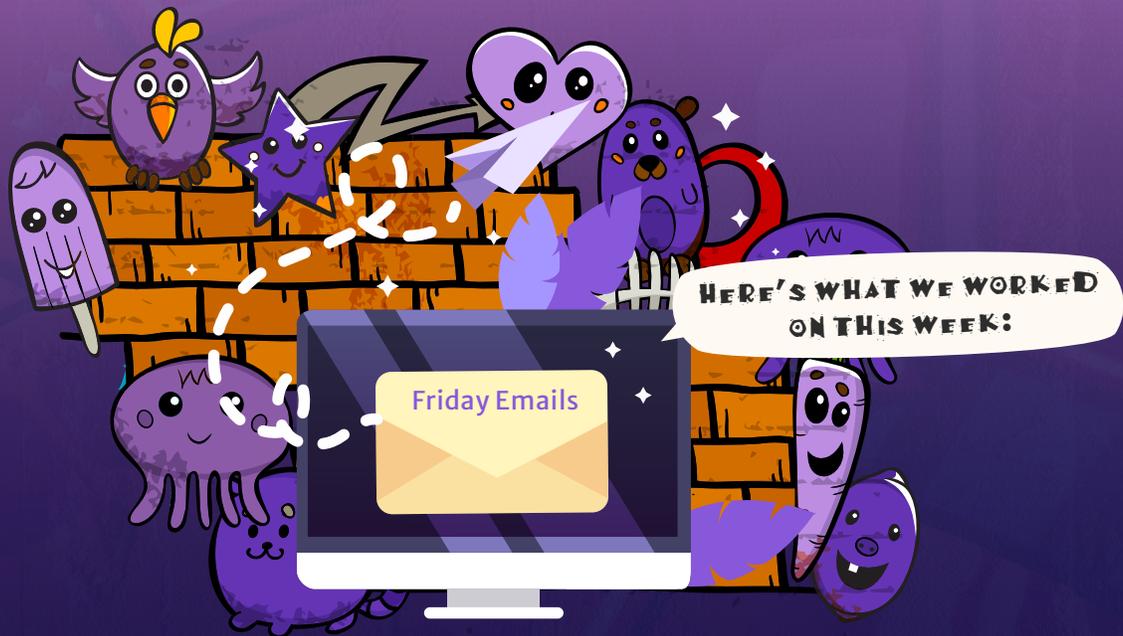
Friday Emails

Every Friday, we send a project update email that summarizes: what we worked on that week, what we plan to work on the next week, and any potential bottlenecks. Please review this email by the following Monday (EOD) so that we can rebalance anything needed to achieve your goals and ensure on-time delivery.

To connect with our Account Manager to discuss a project, book a 15-minute catch-up call:

http://blgsmth.tips/catch-up

If you want to chat topics and strategy, book a call with our Content Manager Amanda:

http://blgsmth.tips/topics

If you want to book a content interview, book a call with our writers:

http://blgsmth.tips/content-interview

To begin working with The Blogsmith:

The first few pieces are typically the most collaborative, requiring some back and forth teamwork. We want to make your vision a reality and can achieve that from the beginning with clear direction.

The process starts with you completing our intake form to help us learn how to create the best content that suits your brand, voice and messaging.

http://blgsmth.tips/intake

On the intake form, share a company sales/product contact to connect with for a demo of your product. If we'll be writing how-to articles about your product or software, we'll also need a test account for research and screenshots — please invite **content@theblogsmith.com** as a user.

If your style differs from The Blogsmith's style guide (similar to AP style), please share brand specifics on our style guide form:

http://blgsmth.tips/style-form

Next, we'll schedule a kick off call to go over the details you've shared, discuss the first few topics, and assess the scope of your needs. Email **amanda@theblogsmith.com** to get this scheduled.

We're happy to work through third parties (such as the clients of marketing agencies that hire us), in addition to working directly with their clients. Expect relationships that involve third-party input and approvals to require longer turnaround time. Ultimately, the person we hold the contract with is the person responsible for payment and final approval.

Once we're set up, we will send an invoice for either 50% (new/one-time/infrequent client) or 100% (retainer client) of the project cost, due on receipt to start and schedule the project.

We suggest a standing meeting once a month to talk about topics and go over edits if necessary.

The Blogsmith's writing process:

Some clients come to us with content topics, others prefer pitches.
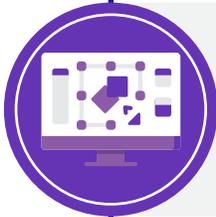
We can work either way!

We encourage sharing your thoughts on direction, especially at the beginning of this relationship.

Help us with details for the brief, like audience and goals — we will complete the rest:

http://blgsmth.tips/content-brief

We can supply custom graphics. We ask for brand visual details on the intake form.

We'd also appreciate insights for the "Audience" section if different from standard customer(s) described in the intake form.

Generally, we offer seven business days turnaround based on the prior approval of agreed-upon deliverables (such as outlines) for new blog content up to 1500 words.

Once approved, we can upload articles to your content management system (CMS) for an additional fee.

Faster turnaround is available with a 25% rush fee. To coordinate included content interview or expert roundup add-ons, we request three additional business days.

Project Management System

Please note: The Blogsmith locks in our workflow a week in advance of production. Because of this, we can't accommodate rush orders unless you're willing to pay a 25% upcharge.

Our workflow is designed to work with your project management (PM) tool. Here's the basic process:

- Let us know your PM tool preference.

- Invite **content@theblogsmith.com** to your PM tool.

- Tag our account on new assignments and we'll share regular status updates on the task.

For each project, we'll also share a project status tracker via our PM tool, Process Street. Outlines and drafts are submitted as Google Docs. Use comments/suggested edits to share feedback.

Feedback Guidelines:

- **Outline Approval**

  For these initial pieces, we'll get your approval on outline direction before drafting to ensure we're all on the same page. We'll share a timeline for getting the outline to you so that you can plan for when to review and keep the project on deadline.

  We charge a flat rate of $75 to prepare an outline for an approved topic that doesn't progress to a draft. If we do not receive approval within 7 business days of submission, we will invoice a $75 flat fee. You can use this cost as a credit towards future final deliverable on this topic (or count toward your current total retainer).

- **Edits/ Revisions**

  After internal edits, we share the draft with you for up to two rounds of included revisions.

  When you're ready for us to complete a new round of revisions, simply reply to the draft delivery email (or task in your PM tool) telling us that you're ready for the first or second round. We aim to complete edits within **24–48 business hours**, depending on how extensive the edits.

  If you submit edits 7+ business days after we send a draft for approval, your edits will go to the back of our production queue and will likely take more than 48 hours. If you submit edits a month or longer after we send a draft for approval, we will charge our $75 hourly rate to re-open the project.

We can help with additional revisions:

- The first two are included at no additional charge.

- Additional edits are billed at $75/hour.

- This same $75/hour rate applies to a situation where significant rewrites are required after your team has approved direction for a piece. We'll always check for approval before moving forward with additional billable hours.

How to Work with The Blogsmith

	One-off/Infrequent Client	Retainer Client
Blog Pricing	$1/word	$0.75/word
Queue Placement	Up to 12 days turnaround time	Front of the line, typically 7 business day turnaround time
Rush Order Access (<7 business day turnaround)	Not included	Exclusive access
Writer pairing	We aim to consistently match you with the same writer(s) but cannot guarantee their ongoing availability without a retainer agreement	Consistent pairing with the same writer(s)
Analytics/reporting **Coming soon!**	Not included	Available exclusively to retainer clients at an additional price: Google Analytics + Search Console monitoring; Monthly keyword rankings report

Working with The Blogsmith Content Agency billing:

- Adelle (**billing@theblogsmith.com**) is your main billing contact.

- Get on a retainer for our best level of service and additional benefits. Email **maddy@theblogsmith.com** to learn more about retainer benefits and for a custom quote.

Thanks so much for taking the time to read through these guidelines! If you've made it this far, we're confident that this will be an awesome working relationship.

Looking forward to making great content together!

Maddy Osman and
The Blogsmith team