

# Your Questions Answered

**Q: What do you do?**

A: I offer three services. I write. I edit. And I help clients with content strategy. This last piece involves helping you decide what to write as part of a larger plan to play a bigger role in your world.

**Q: Whom do you help?**

A: I work with a variety of clients. They include entrepreneurs, small businesses, NGOs, and nonprofits. My clients all want to make the world a better place, whether it's by fighting for justice, reducing poverty, helping trigger transformations so that people become their best selves, or creating more joy in our world.

**Q: What would a typical writing project involve?**

A: It might be a blog post, an article, web content, or a report. You can get a better sense of the full menu of writing services here: <https://sandyin.com/#services>.

**Q: What would a typical editing project involve?**

A: Your project might be a report, a proposal, a bunch of case studies, or web content.

The work process typically involves anywhere from zero to three revisions. The biggest edit is the first. I use Microsoft Word's Track Changes function.

**Q: What's your work process?**

A: In terms of work process, for me to write for you, I'll need raw content to work with. Think of it as the clay that I will be shaping into a sculpture. For a blog post, I might interview expert sources and do the writing. In other cases, I've edited someone else's rough drafts. For grant reports, I have based my content on the proposal that was the basis of the work done, yearly reports, and phone calls with project leaders. We will discuss and identify the best method for your project.

**Q: How do you charge?**

A: I offer several options. The most common look like this: a flat project fee, an hourly fee with a projected cap, or a recurring fee for projects that involve a continuing flow of work over months. Another option is a flat project fee for the initial work + an hourly rate for any additional work. Tighter turnaround translates into higher prices. So consider alerting me as soon as you see a project that I might help you with—even if you don't have all the specifics yet so I can get you booked into my calendar.

**Q: What can you do for me if my budget is limited?**

A: That depends on your project. Tell me what your budget is and what you're trying to achieve. And I'll tell you what I can do for you.

**Q: How can we get started?**

A: First, we schedule a get-acquainted call at <https://calendly.com/sandrayin3> or email me at [sandra@sandrayin.com](mailto:sandra@sandrayin.com). The call will help me understand your target market or audience, your overall goal, your specific project, and how your project fits into your umbrella strategy for making a bigger impact in the world.

**Q: How do I get the most out of a get-acquainted call?**

A: Come prepared. Be ready to answer these questions about your project:

- What is your deadline?
- When will you be ready to hand over everything I need to do the project?
- If it's a writing project, what questions do you want the piece to answer? Or what points will be important to make? What key message do you want to convey? What voice will serve these goals?
- What are sensitive points I should be aware of? Sometimes ideas need to be framed in a particular way. What common pitfalls or cultural sensitivities should a writer or editor need to be aware of when tackling your subject matter?