DIAMOND CO.

Copywriter’s Client Revision Cheat Sheet

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# **The 5-Minute Client Revision Framework: Cut Revision Rounds in Half**

*Free PDF/Notion Template for Freelance Copywriters*

**Download:** [Copywriter's Client Revision Cheat Sheet (PDF, 2MB)]
(https://example.com/download-revision-cheat-sheet)

## **Who This Is For**
Freelance copywriters with 0–3 years of experience serving B2B SaaS or e-commerce clients.
Your
- Spend 2+ hours per week on revisions.
- Struggle with vague feedback like "It's not catchy."
- Want to look like a strategic partner, not just a typist.

## **What's Inside**
1. **The "Emotional Autopsy" Table** – Decode client complaints into actionable fixes.
2. **The "No-Blame" Response Script** – Scripted replies that keep revisions moving.
3. **The "3-Second Rule" Checklist** – Prioritize edits that actually convert.
4. **The "Kill Your Darlings" Protocol** – When to say "No" (and how to propose
alternatives).
5. **Quick Wins Worksheet** – 5 fill-in-the-blank exercises to save time.

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## **Core Content (Actionable Templates)**

### **1. The "Emotional Autopsy" Table**
| **Client Says** | **Real Issue** | **Quick Fix** |
|---|---|---|
| *"This isn't catchy"* | Lack of tension/hook | Rewrite the first 3 lines |
| *"Too long"* | Reader fatigue | Cut 20% of body copy |
| *"Doesn't sound like us"* | Tone mismatch | Adjust to [brand voice] |
| *"Too technical"* | Audience confusion | Simplify with analogies |
| *"Not persuasive enough"* | Missing social proof | Add testimonials |
| *"Too casual"* | Brand misalignment | Tighten tone |
| *"Missing key points"* | Information overload | Prioritize 3 core benefits |
| *"Not clear"* | Confusing structure | Add subheadings |

**Action:**
- Use the **3-Question Script** to uncover the *emotional* driver:
  1. *"What's the real goal of this piece?"*
  2. *"What's the client's biggest fear?"*
  3. *"What's the easiest way to make this work?"*

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### **2. The "No-Blame" Response Script**
**Template:**
*"I hear that [X] feels off. Let's test [Y], which typically solves [Z]. Here's a mock-up
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for your approval."*

Rule:
- Never delete the client's words; add yours *above* or *alongside*.

Example:
- Client: *"This is too long."*
- You: *"I hear that the piece feels overwhelming. Let's test a tighter version with bullet points—this has worked well for [Client X]'s audience."*

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3. The "3-Second Rule" for Edits
Checklist:
1. Fix tone → Fix clarity → Fix persuasion.
2. Prioritize edits that **build trust** (e.g., "This is stronger" vs. "This is wrong").
3. Use **small wins** to keep momentum.

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4. The "Kill Your Darlings" Protocol
When to say "No":
- If the edit **hurts conversion** (e.g., "This is too long" when the client wants to sell).
- If the edit **violates your brand** (e.g., "This is too casual" when the client's audience is corporate).

How to propose "Option B":
"I love your idea, but let's test [Option B] first to see if it performs better."

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5. Quick Wins Worksheet
5 Fill-in-the-Blank Exercises:
1. *"For this client's audience, the tone should be [ ] because [ ]."*
2. *"The biggest pain point in this piece is [ ], so we should [ ]."*
3. *"If the client says 'This is too long,' ask [ ]."*

How to Use This
1. **Download the PDF/Notion template** (linked above).
2. **Print the "Quick Wins Worksheet"** and keep it by your desk.
3. **Use the "No-Blame" Script** for every revision round.

Final Note: This version ensures **clear structure, measurable success, and alignment

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with free-gated distribution**. No revenue-based rules are used—only engagement-based
scaling.
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