



...Enhancing your communications

Spring, 2008

How We Work

We have produced these guidelines to assist you in preparing the information we will need from you for any project we may undertake for your business.

How will we benefit from a free CAM consultation?

- We like to have a short initial meeting with you to show you some examples of our previous projects and discuss our services in relation to your potential requirements. All it will cost is about an hour of your time.
- We have 20 years' experience in writing and publishing corporate documentation and have many reputable contacts in related industries. This means we can offer you a complete package — saving you money, time and hassle because we will coordinate any external suppliers and make sure the project runs smoothly and to budget.

When should we have this meeting?

- Well firstly, the sooner you know of a potential project and the sooner you can call in Microfold for your free consultation, the better we will be able to help you.

For example, if you know you will be sending something to an external printer, why not talk to us first? We have lots of contacts and work regularly with reliable and competitively-priced companies.

- Plan ahead, if you can. Call us in when things are quiet so that you can see what we can do for you. Once you have a better idea of the different aspects to our services, you might discover areas where we can help in advance of a crisis.

What do we need to do before the meeting?

- Firstly, it's good to have an idea of what you think you need and to gather any information that might be relevant. This will help us gain a more complete picture of the context for your project. However, please don't spend too much time dotting the i's and crossing the t's at this stage.

Often we come across clients who have urgent deadlines, yet have little idea of what they want - which makes timescales even tighter.

Conversely, some of our clients have a very precise idea of what they want us to do. This can leave us with little room to express our full creativity or to offer you the benefit of our full range of services. Please help us to help you, by keeping an open mind.

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28 Littlecote Gardens, Pewterspear, WARRINGTON WA4 5D ☎ 01925 267 201

VAT Registration Number: 636 6639 08

Company Registration Number: 3066799



What will happen at the meeting?

- When we visit you, we will ask you the purpose of your project and will need some information about the readership, together with any other relevant details and documents that you may have collected.

This is where we start to help you. Drawing on our breadth of experience, we may be able to offer suggestions that are a little different to your own ideas. Be open to them!

- During the initial project brief, we will take notes so that we can complete an *Individual Document Plan*. This will include such things as the proposed number of drafts, project deadlines etc.

The completed IDP will essentially form an agreement between Microfold and you, the client, for the detail of what a particular item will contain and will form the basis for our quotation.

Please note: This is not a commitment to using our services. It is just a tool for ensuring that everyone understands what to expect from any work Microfold might do for you.

Whilst there is no financial commitment at this stage, the plan's content will have an impact on our fees and so should be studied carefully, as changes at a later date could incur extra charges.

- It may be that your requirement calls for several different types of "document", for example: a brochure and a website. In that case, we will look at completing a full *Documentation Set Plan*, which will then be broken down into several individual plans.

This may entail further, chargeable consultations, but we will explain what's involved beforehand and you will not be committed to anything unless you agree to it.

If you'd like more details of our planning services and how these apply to your business, please ask to see our *Products and Services* information.

What happens next?

- After the initial meeting, Microfold will finalise the *Individual Document Plan (IDP)* and send it to you.
- Please check this document very carefully, as it will form the basis for our quotation. If you are happy with it, please sign and return a copy to us, or confirm by email - whichever has been agreed.
- If you feel any points have been omitted, incorrectly documented or there is something that you wish to change, please let us know as soon as possible and we will issue a revised plan. Once this is agreed finally, we will ask you to sign it and send it back to us.



- Again, there is no financial commitment at this point. We will provide an estimate or quotation as appropriate, based on the information agreed in the plan. If you are happy with the proposed costs, we will ask you to pay us a deposit and then we will start work on your project. *(For more information please refer to our full terms and conditions.)*

Please note: Once we have started work, if you wish to make changes that were not specified in the *IDP*, Microfold will have to review the situation and if necessary, issue a further version of the *IDP* and possibly an amended quotation.

What will you charge?

- Our charges will be based on the type and amount of work required and may be quoted as a fixed amount or a daily rate, depending on the project.
- If you think that your company would benefit from a longer-term relationship with Microfold, so that you can access our services on a regular basis, we are happy to talk to you about a retainer arrangement.

Please note: Should you wish to cancel once work has started, Microfold may have to charge a cancellation fee, depending on the amount of work already undertaken.

Who owns the final text?

- This is an area where there is often misunderstanding. As with most creative works, such as photographs, full copyright belongs to the creator, so in this case, with the writer.

If you specifically wish to own the text outright, you must clearly state this during the initial negotiations and an agreement will be put in place to accommodate this. This will usually have an impact on our fees, as we generally charge a higher rate for material that is to be transferred.

- As is more fully explained in our terms and conditions, you will be granted a licence to use the material we produce for you, for the designated purposes only. Full proprietary rights to the written material will remain with Microfold and will only be transferred to you if agreed separately, in writing. *(This may be subject to a fee.) For example:*
 - If you commission us to write copy for your website, you will be entitled to use the text for that purpose only. So unless you have explicitly agreed with us, you will not have the right to take the copy and use it in other forms, for example in a brochure.
- If you have commissioned us to write for you on a licence-to-use basis but decide further down the line that you wish to own the text fully (for example, in order to be able to edit it yourself or pass it to an alternative supplier), we will be happy to negotiate a separate fee for transference of these rights.

Please note: In all cases, the right to use the materials commercially will be granted only when Microfold has received payment of the final invoice.



Why do we need the full authorship service - we just need some advice?

- Our brand "Complete Authorship" is a reflection of the breadth of our skills and what we offer, so you can choose to use as much or as little of our services as you wish.
- We offer a range of editorial services and will discuss these with you during the project briefing meeting. We will suggest the level that we feel is most appropriate for your needs and your budget.

For example:

- You may be confident that you can write the content for your document and would like to produce it yourself, but you just need some advice on the best format. In that case, perhaps our *Bronze* editorial service would be the most appropriate, where we would check your text to make sure that there are no grammatical or typing errors and that it is written and structured appropriately for your intended audience.
- Alternatively, you may be struggling through lack of time to produce the best wording for your company brochure. In which case we might propose our Platinum service, where we would write all the text from scratch.

What do you need from us to start our project?

- Wherever possible we prefer to work with electronic source information, for speed and efficiency (and thus ultimately lower charges to you). So for example:
 - Any text that is related to your project supplied as an electronic file, preferably in MS Word.
 - Any photographs that you might want including, or your company logo, supplied in electronic format, (e.g. as JPEG, GIF, BMP, TIFF). *Please make sure you have the rights to use these photographs and supply proof of such rights when you send us the files.*
- However, if your project requires a specific layout or is to be published using existing material (for example a sales letter to be printed on your corporate letterhead), it would be useful for us to have actual samples so that we can set up margins etc. appropriately.
- Also if we are arranging printing of your documents, we will need certain details such as your corporate colours, with pantone references if applicable.

Please note: If you are unable to supply the above items as required, you should notify us of this as early as possible, so that arrangements can be made to process alternative formats. This may result in delays in the production of your documents and possibly additional charges.

The information in this document is subject to change without notice and our full terms and conditions are covered in a separate document. If you wish to review these, please ask us to supply you with a copy.
