

HIRING
SHORT-
TERM?

4 REASONS

WHY HIRING A COPYWRITER

On Retainer

**MAKES SMART
BUSINESS SENSE**



Many professional writers accept contracts on retainer—offering their writing, editing and communications services for extended periods of time at a flat rate. In many situations, these contracts make the best business sense—**for a number of reasons:**



COST SAVINGS

When hiring professional writers on retainer, there are no overhead costs. What you're quoted is what you pay—a number that is often deeply discounted from regular, per project rates.



FLEXIBILITY

Outsourcing allows you to strengthen your workforce where it's needed most, and find an arrangement that works for you. So when an employee is leaving temporarily, for example, you may opt to keep costs low by divvying up some of the workload in-house and outsourcing the remaining portion to a contractor with a specialized skillset.



HIGHER PRODUCTIVITY

Senior B2B copywriters excel at hitting the ground running—because they've done it hundreds of times before. Rather than learning the ropes of an entirely new job, which can take months, they simply learn the writing nuances, style and preferences of your business—and get to it. Hiring a professional writing firm on retainer also gives you access to a larger writing team—which means your projects are completed much faster and you can actually meet simultaneous deadlines.



LIMITED COMMITMENT

Is your on-leave employee returning to work earlier than expected? Workload not as heavy as you hoped? Simply not happy with how the arrangement is working? No problem! When hiring an agency on retainer, you can arrange shorter-term contracts to see how things go.

OUTSOURCING ON RETAINER COULD BE FOR YOU IF...

- Your department is going to be down an employee (or two) for at least one quarter**
- Your team is burned out—and you need help digging out**
- There just aren't enough hours in a day to complete all the writing, editing, Tweeting and blogging that needs to be done in this age of content marketing**
- You're working on numerous simultaneous deadlines and want to maintain momentum for all your campaigns**
- You need a specific kind of expertise that isn't available—or is too costly to maintain—in-house**

EAGER
TO
LEARN
MORE?

Contact AR Communications Inc. to discuss the benefits of short-term or extended retainers.

www.ar-com.com

