

Your thirty days start here

Everything you need before, during and after the kickoff call. The whole ask on your time is one thirty-minute call, ten brief approvals, and a reply when we ask a question.

Before the call: three things to send

1. Your style guide Whatever you have: a document, a page on your intranet, or a list of rules in an email. If you have nothing, say so and we will build one from your published pages.	2. Five pieces you like Five published pages you would be happy to see more of. These teach the engine your voice better than any description of it.	3. Two competitors The two whose content you most wish was yours. We crawl them and produce the gap report the briefs come from.
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The thirty-minute call

MINUTES	WHAT WE COVER	WHAT WE NEED FROM YOU
0 to 5	Your audience	Who reads this, in your words. Their role, their situation, what they already know
5 to 10	The three queries you most want to own, and the two competitors	The actual phrases people search or ask, not the subject headings
10 to 15	Voice and style	What is off limits. Words you never use, claims that need review, house style rules
15 to 20	Approvals	Who approves briefs, and who has final sign-off. One named person for each
20 to 25	What success looks like in ninety days	Your answer, in your own words. We write it down and hold ourselves to it
25 to 30	Dates	Agreement on brief delivery, approval and article delivery dates

The schedule

WHEN	WHAT HAPPENS	WHOSE MOVE
Day 1	Kickoff call	Both
Days 2 to 5	Competitor gap analysis, then ten briefs sent all at once	Us
Days 6 to 8	You approve, amend or reject each brief	You
Days 9 to 26	Research, drafting, scoring, professional proofread	Us
Days 12, 19, 28	Three delivery batches, so you can react early rather than all at once	Us
Day 21	A short conversation about what happens after the thirty days	Both
Day 30	Final delivery, and publishing to your site if you want it	Us

The one thing that delays a pilot. Brief approvals. Everything after them is ours, and nothing before them can start. If approvals take more than five working days the whole schedule moves by the same amount, which is in the agreement so that nobody is surprised by it.

How to read a brief

Each brief tells you the reader, the query it answers (suggested by Austen where you did not give us one), the argument it makes, the structure and the word budget. Three things are worth your attention and the rest is detail:

1. **The angle.** One sentence saying what position the article takes. If the angle is wrong, everything downstream is wrong, and this is the cheapest possible moment to say so.
2. **The structure.** The H2s. If a section is missing or one does not belong, say which.
3. **What to avoid.** Claims that need review, competitor names, phrases your style guide bans. Add to this list freely.

Reply with "approved", "approved with changes" and the changes, or "rejected, replace with" and what you would rather have. Three working days is the target.

How to read a delivered article

The tracked changes	Our editor's proofread of the original draft, with any comments they left, in Austen's track-changes review. You can see exactly what changed. Accept or decline each change.
The two scores	One for search, one for AI answer engines. Every draft is revised against both before you see it, and the target is 90, but most articles finish below it, particularly for AI answer engines. You see the scores as they stand. Treat them as a guide, not a promise about rankings.
The source links	Researched examples and figures link to their sources in the text. Useful if a claim needs your reviewer's sign-off.
The acceptance criteria	Six checks in Schedule A of the agreement. If one is not met, tell us within seven days and we revise at no charge until it is.

Questions people ask in the first week

"Can we change a brief after approving it?"	Yes, and it is welcome. It becomes a new brief rather than a revision, which just means it replaces one of the ten rather than being added to them.
"Who writes them?"	Austen drafts against your approved brief and your brand voice. A professional editor at Proofed proofreads the draft and returns tracked changes. You see every change, not only the result.
"Do we have to say it was AI-assisted?"	Your call. We will supply a disclosure line if you want one, and we will not object either way. If a platform or client contract requires it, that takes precedence.
"Can you improve pages we already have?"	Yes. Austen reads the existing page and we write a refreshed or rewritten version from a brief you approve, exactly like a new one. It takes one of the ten.
"Can you publish to our site?"	Yes: WordPress directly, or anything else through a signed webhook. Or take the files and publish them yourself.
"What if we are not happy?"	Tell us during the pilot rather than at the end of it. Brief approval and tracked-changes editing exist precisely so nothing arrives as a surprise.
"Who owns it?"	You do, on payment: articles, briefs and images, outright, with no attribution requirement.

Your contacts

Day to day	[name, email]
Anything urgent	[phone]
Billing and purchase orders	[email]
Your live status page	[pilot status URL, or "a weekly status email" until the status page is live] , showing all ten slots and where each has got to