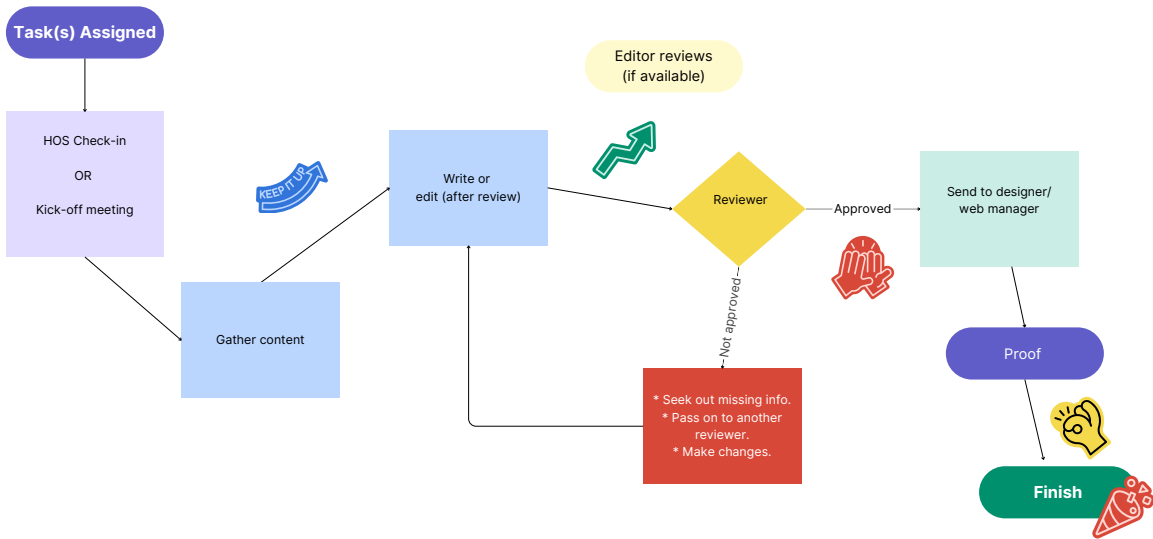


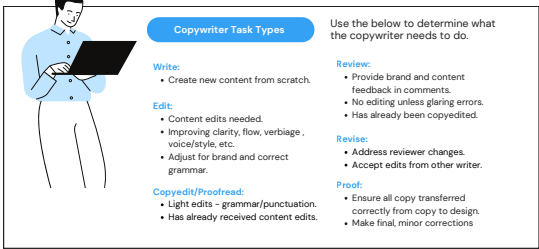
Copywriter Process

High-level overview



Content Gathering Norms

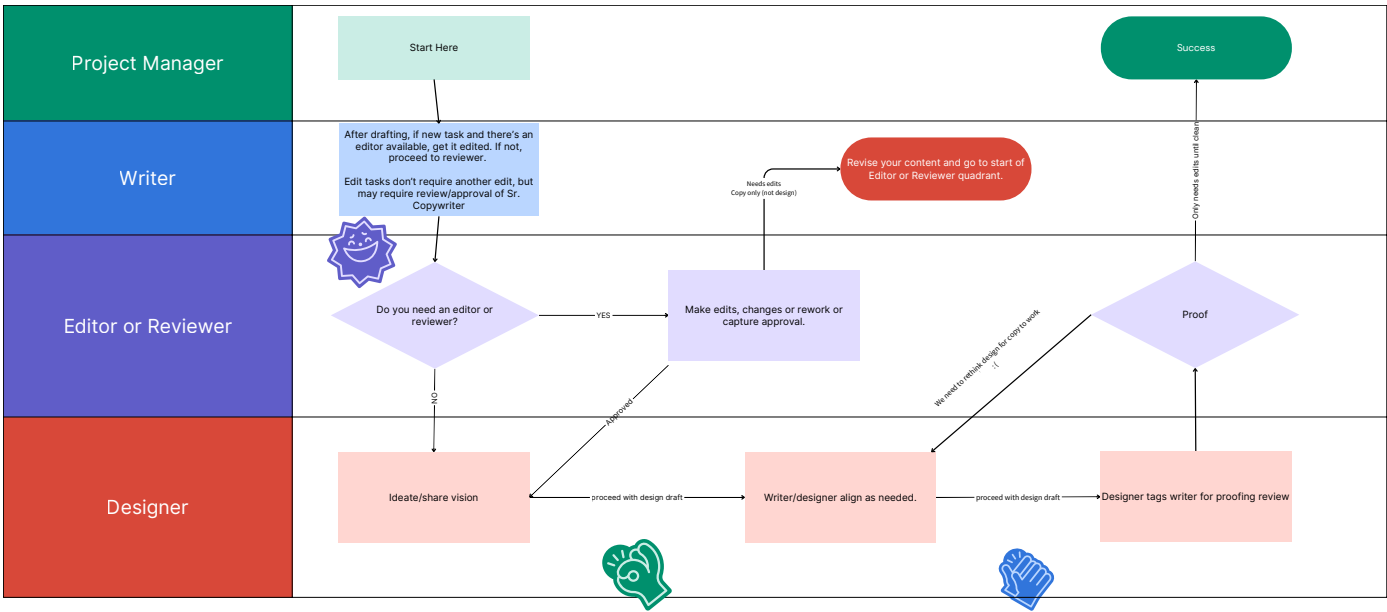
Tips for interviewing, conducting research, fact-checking and citing sources.



Content Writing/Editing Norms

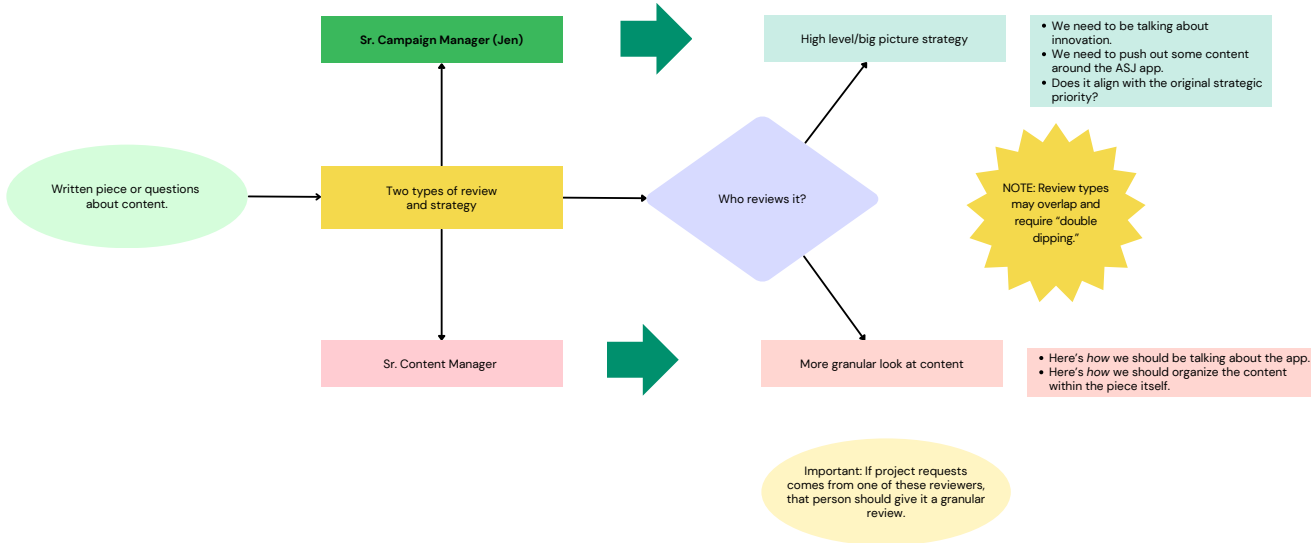
Tips for drafting and editing content.

Creative Team Interactions



Reviewer Interactions

NOT the stakeholder in this case.



FINAL Diagram

IN PROGRESS - May include content gathering and/or interactions w/Content Management and Optimization & Growth.

