



**CopyRobin**  
Just hit publish

# CopyRobin Freelancer Manual

Version 1, 1 July 2019

## Contents

[Introduction](#)

[Dashboard](#)

[Trial assignment](#)

[Dealing with clients](#)

[The briefing](#)

[Deadlines](#)

[Report unavailability](#)

[Formatting and layout of documents](#)

[Spelling and grammar](#)

[Writing style and tone of voice](#)

[Development as a writer](#)

[A few tips regarding SEO](#)

[Working with Google Drive](#)

[Delivering assignments](#)

[Rating assignments](#)

[Rates](#)

[Status \(Bronze, Silver, or Gold\)](#)

[Invoicing and payment](#)

[In conclusion](#)

## Introduction

Welcome to CopyRobin as a freelance writer. We value our relationship and collaboration with you as a supplier as much as we do with our clients. Both are essential for the continued existence of our company.

That's why we do everything we can to make our collaboration as pleasant and fruitful for you as possible.

The purpose of this manual is to make working for CopyRobin as pleasant and smooth as possible.

In the following paragraphs, we will discuss practical matters regarding how we work with you as a writer, as well as several tips and recommendations regarding the writing of texts for our clients.

## Dashboard


Once you have registered as a freelance writer on the CopyRobin platform, you can log in to your dashboard.

On your dashboard, you have insight into all your assignments and earnings, and you can manage your information. Here you can also see your ranking (Bronze, Silver, or Gold; more on this below).

### **Assignments:**

The assignments overview shows you all the writing assignments you have received:

**Melanie Johnson**



Credit ranking: **Bronze**  
Your earnings this month:

€ 75,00

- Dashboard
- Assignments 1
- Earnings
- My data
- Log out

## Assignments

Here you will find all your assignments.

### Pending assignments

Pending Deadline: 04-07-2019 to 23:11

Blog about Social Media Marketing (TIUFBE)

Submitted by: [Mediaweb](#) | [Eric van Hall](#) 26-06-2019 to 20:08

---

[Eric van Hall](#) of [Mediaweb](#) posted a new assignment for you, due on **26-06-2019 to 20:08**.

Word count: **800**. Difficulty: **Standard**.

---

Earnings: **3 Credits** € 0,00

### Assignments in progress

Assigned Deadline: 12-07-2019 to 00:12

Blog about SEO trends in 2019 (GNIHP)

Submitted by: [Mediaweb](#) | [Eric van Hall](#) 26-06-2019 to 20:08

---

You have **15** days to write **1200** words in a **Creative** level of difficulty before the deadline expires.

---

Earnings: **8 Credits** € 60,00

### Assignments to be proofread by editors

Is being checked

Blog about web design trends in 2019 (QRELSS)

Submitted by: [Mediaweb](#) | [Eric van Hall](#) 26-06-2019 to 20:08

---

Thanks for submitting your content to the editor.

Word count: **1200**. Difficulty: **Creative**.

---

Earnings: **8 Credits** € 60,00

### Completed assignments

Completed

Blog about semantic markup with AI (QLEAKS)

Submitted by: [Mediaweb](#) | [Eric van Hall](#) 26-06-2019 to 20:08

---

Word count: **1600**. Difficulty: **Creative**.

---

Earnings: **10 Credits** € 75,00

- **Pending assignments:** these are assignments you have yet to accept or decline.
- **Assignments in progress:** these are assignments you are working on at that moment.
- **Assignments to be proofread by editors:** these are assignments that you have submitted to the editorial staff of CopyRobin, but have not yet been submitted to the client.
- **Completed assignments:** these are your assignments that our editorial staff has delivered to the client.

## Earnings

The 'earnings' screen provides an overview of your earnings for the current month, the year to date, and your total earnings at CopyRobin (from 10 April 2019).

**Melanie Johnson**



Credit ranking: **Bronze**  
Your earnings this month:

**€ 75,00**

[Dashboard](#)

[Assignments](#) 1

**[Earnings](#)**

[My data](#)

[Log out](#)

## Earnings

Your earnings this month: **€ 75,00**

Your invoiced earnings this year: **€ 0,00**

Your invoiced earnings all time: **€ 0,00!**

Completed

### Blog about semantic markup with AI (QLEAKS)

Submitted by: [Mediaweb](#) | [Eric van Hall](#) 26-06-2019 to 20:08

Word count: **1600**. Difficulty: **Creative**.

Earnings: **10 Credits** € 75,00

## Purchase orders / Payout

## Trial assignment

Every new client who signs up is entitled to a trial order. If we think that a new client is right for you, we will ask you to create a test assignment for them.

This test assignment will earn you two credits (400 words at a standard level of difficulty; more on this later). If the client then takes out a subscription, we will link you to that client as a first choice.

Trial assignments are of course on a voluntary basis, meaning you can always decline them. No hard feelings whatsoever.

## Dealing with clients

Each new client fills in a fairly extensive questionnaire to help us get a clear picture of their wishes and objectives. They often provide a mission & vision document or even a content strategy and/or guidelines for writers.

All this information is available in a Google Drive folder that we share with you. More on working with Google Drive below.

Direct communication with clients is fine with us because it is almost always key in producing great piece of content. However, we do insist on a few best practices:

- You represent CopyRobin, so always be friendly, respectful, and helpful towards clients.
- Only communicate about assignment details.
- Never communicate directly with clients about money or other business matters.
- Include [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl) in cc for all email communication with clients.
- Keep the company information of CopyRobin and its clients confidential. We will ask you to sign a confidentiality agreement.
- Respect the business relationship between CopyRobin and its clients. This means that you will not do the same work directly for the end client that you do for that same client on behalf of CopyRobin, unless CopyRobin is aware of this and agrees to it. Should you do so without CopyRobin's consent, you risk being excluded from the CopyRobin platform.

## The briefing

Clients give a briefing per assignment using our special briefing form. You will receive the full briefing by email as well as in your CopyRobin dashboard. There you will find the following information:

- **Client:** (company name)
- **Assignment ID:** (a unique six-letter identification code associated with the assignment)
- **Assignment title:** (the working title specified by the client)
- **Type of content:** (blog post/article, newsletter, mailing, web copy, or other)
- **Max. number of words:** (400, 800, 1200, 1600, etc.)
- **Desired level of difficulty:** (Standard, Creative, or Expert)
- **Target audience:** (description of the target audience by the client)
- **Language level:** A1, A2, B1, B2, C1, C2.
- **Outcome for the reader:** (what does the client want the outcome to be for the reader?)
- **Tone of voice:** (formal, informal, or other)
- **Briefing:** (free field in which the client describes the assignment in their own words)
- **Focus keyword(s):** (the most important keywords for this text according to the client)
- **The client may or may not be called for questions.** (The client can indicate here whether you can call a contact person with questions, in which case they will include a telephone number.)
- **Optional link(s) to one or more file(s)** (Word, PDF, Excel, or in some cases even MP3 since certain clients like to deliver their briefings verbally.)

- **Deadline for client delivery:** (deadline for delivery to the client; more on this later)

**New assignment in your dashboard:**

The screenshot shows the CopyRobin dashboard for user Melanie Johnson. The user's profile includes a credit ranking of Bronze and earnings of €75,00 for the month. The main content area displays a new assignment titled "Blog about SEO trends in 2019 (GNIHP)". The assignment details are as follows:

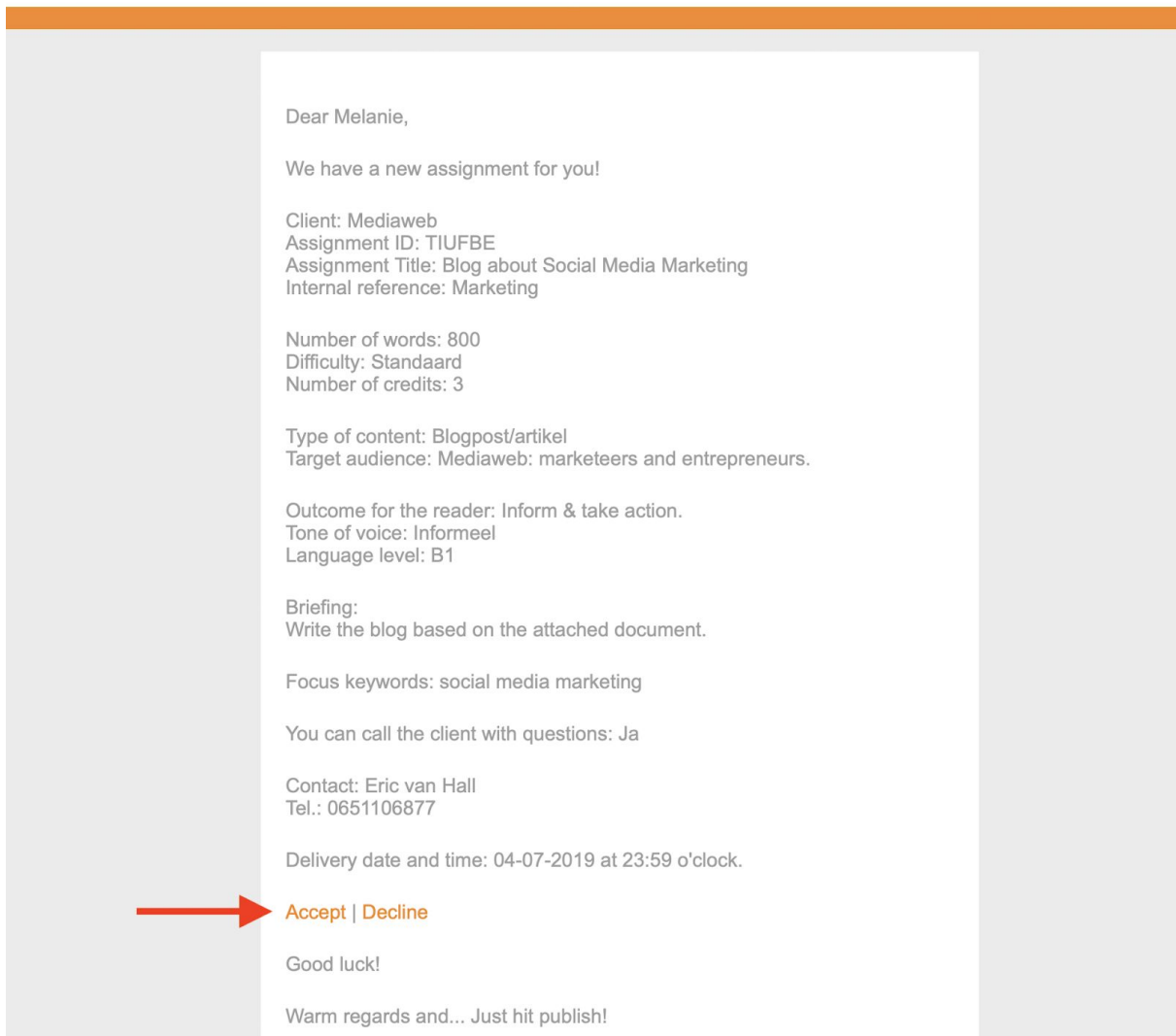
Creative	
Created:	2019-06-26 20:17:42
By:	Eric van Hall   Mediaweb
Assigned on:	26-06-2019 to 20:08 to Melanie

A summary of the submitted assignment is provided below:

Content type	Blogpost/article
Target audience	Mediaweb: marketeers and entrepreneurs.
What should the reader's response be to the content?	Inform & take action.
Tone of voice	Informal
Word count	1200
Please describe the assignment	Write the blog based on the attached document.
Focus keyword(s)	SEO trends
Language level	B1 ⓘ
Client may be called for questions	Eric van Hall 0651106877

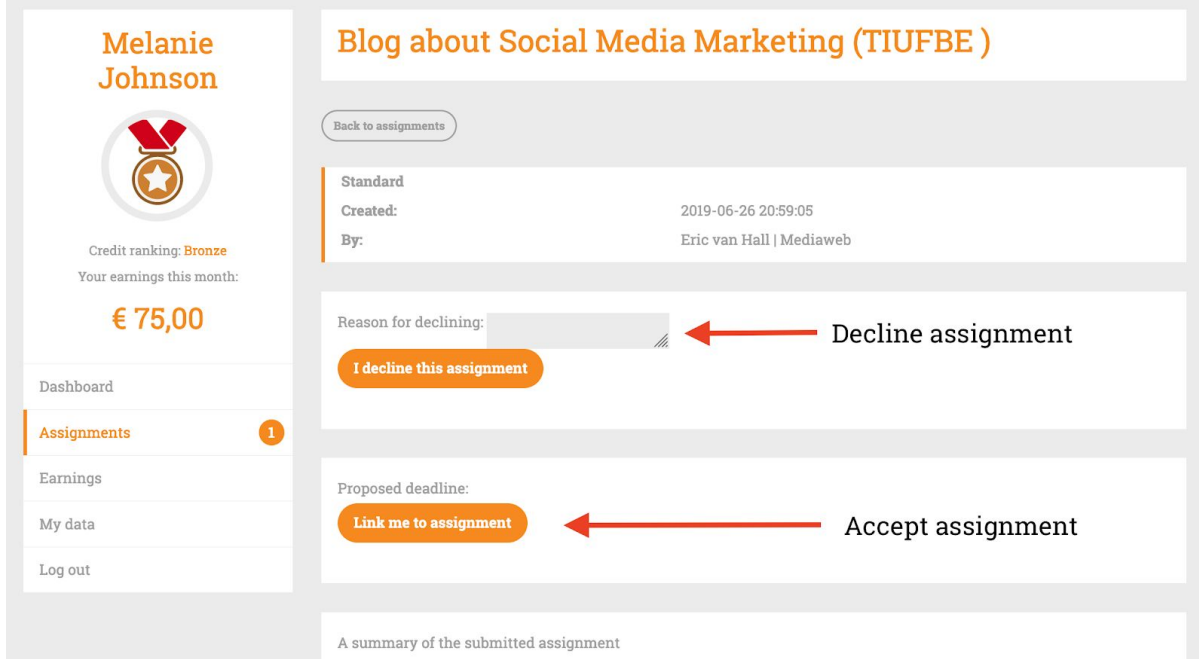
Below the summary, there is a section for "Google Drive URL - Proofreading" with a text input field. A checkbox labeled "Submit orders to editors for proofreading and delivery" is present and unchecked. A "Submit information" button is located at the bottom of this section.

**Email new assignment:**



**In the email (and in your dashboard), you can choose to accept or decline an assignment.** Please do so as quickly as possible. If you haven't responded within 2 hours, we will automatically transfer the assignment to another writer.

**Dashboard new assignment:**



The screenshot shows a user profile for Melanie Johnson with a Bronze credit ranking and €75,00 earnings. The main content area displays assignment details for 'Blog about Social Media Marketing (TIUFBE)', including creation date (2019-06-26 20:59:05) and author (Eric van Hall | Mediaweb). It features two buttons: 'I decline this assignment' and 'Link me to assignment', with red arrows pointing to them from the text 'Decline assignment' and 'Accept assignment' respectively. A sidebar on the left contains navigation links for Dashboard, Assignments (1), Earnings, My data, and Log out.

Sometimes a briefing will show that the chosen number of words and/or the desired difficulty will **not be sufficient**. If you receive an assignment that you feel does not correspond with the assigned text length and/or difficulty, **please contact [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl)** as soon as possible, so that we can discuss those details with the client. Always do this before starting the assignment since it is a lot harder to convince clients to adjust assignments after the fact.

## Deadlines

At CopyRobin, we are very strict when it comes to deadlines.

In the briefing, we list the deadline as a date and a time. We always strive to deliver the content to the client before that time.

We edit delivered content twice per working day. Once between 9.00 a.m. and 11.00 a.m. And once between 3.00 p.m. and 5.00 p.m.. This means that if the deadline for an assignment is set for the morning, we would like you to deliver the content before 9.00 a.m. If the deadline is set in the afternoon, the content should be submitted before 3.00 p.m.

Should you unexpectedly fail to meet a deadline, please let us know in time so that we can inform the client and agree on a new deadline. Adjusting a deadline is rarely a problem.



If the client specifies a different deadline in the briefing, that indicates an explicit wish of the client. If that requested deadline is not feasible for you, please contact us quickly via [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl).

## Report unavailability

You may not be available for assignments on certain days. For example, because you're going on a holiday, or perhaps you are just too busy with other clients. Or you might just not feel like it (unthinkable, right?). If this is the case, simply send an email to [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl) indicating when you are unavailable. We will take that into account.

## Formatting and layout of documents

You can of course work in the word processor of your choice, but the content you deliver should always be in the **Google Docs format** unless otherwise agreed.

### **Create your file names according to this naming convention:**

{Client name}-{Assignment ID}-{Assignment title}

Example: SolidQ-CWGTUH-Fast Business Internet

### **The text itself will (usually) follow this formatting:**

<title>(here is where you add the title that will be visible in the Google search results pages)</title>

<meta description>(here is where you add the meta description)</meta description>  
(If it is not a web page, the meta description won't be necessary).

## **Title (Heading 1 or H1)**

Body (Normal text)

## **Headings (Heading 2 or H2)**

Where necessary, you can also use smaller intermediate headings (heading 3 and heading 4).

For links to other webpages, always put the entire URL in parentheses behind the [anchor text](#). The link can also be added to the anchor text as a hyperlink.

## Spelling and grammar

You are a professional writer, so we assume that you have an excellent command of the spelling and grammar of the language(s) in which you write. However, we're all human, so it's easy to overlook typos and spelling errors in our texts.

Always use a spellchecker before you deliver your content. A great spellchecker and language aid for Google Docs is the add-on [Language Tool](#), which works in 20 languages.

For English content, I recommend using these two super handy tools:

[Hemingway App](#) to help you write in a more understandable and readable way. [Grammarly](#) for extensive assistance with language use, grammar, and spelling.

Have someone else proofread your texts before you submit them.

## Writing style and tone of voice

The writing style and tone of voice will differ from client to client and from assignment to assignment. The guidelines on writing style and tone of voice for a specific client will be reflected in the client's documentation and briefings.

## Development as a writer

We want to help you continue to develop as a writer. That's why you can count on our constructive feedback and, when necessary, support with knowledge, tips, and tricks.

## A few tips regarding SEO

Most of our clients want to score higher in Google thanks to our writing. That means that some knowledge of SEO (search engine optimisation) is essential.

### **webtexttool**

CopyRobin partners with [webtexttool](#). If you regularly write SEO texts for us, you can access one of our webtext tool licenses. To do so, create a starter account at webtexttool and send a request to be admitted to [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl).

Another useful free tool is [Yoast Real-time Content Analysis](#) for an SEO analysis of your text.

## Readability analysis

Both webtexttool and Yoast also have a tool that analyses the language level of a text and advises on how to align your text with the language level requested by the client in the briefing (usually B1).

## Working with Google Drive

We share a [Google Drive](#) folder with you for every client you serve on behalf of CopyRobin.

To access the folders, it's helpful to have a Gmail or Google account.

These folders have a clear [naming convention](#):

Client-NAME-Proofreading (Example: SolidQ-Proofreading)

As soon as your text is ready, save it as a Google Doc file to the proofreading folder for the relevant client.

If you are working directly in a file that's already in the Client-NAME-Proofreading folder, clearly indicate that the file is not yet finalised by following this naming convention:

BUSY-Client-NAME-Proofreading (Example: BUSY-SolidQ-Proofreading)

## Delivering assignments

As soon as your text is ready for delivery, log in to your dashboard and click on the assignment in question. On the 'assignment details' screen, copy and paste the Google Drive URL for the text into the 'Google Drive URL - Proofreading' field. Check the box: 'Send the assignment to Editor for proofreading and delivery.' And click on 'Submit.'

You have now submitted your text to our editorial staff. Sometimes our editorial staff will still want to discuss final details with you using the commenting functionality of Google Docs.

**Melanie Johnson**  
 Credit ranking: **Bronze**  
 Your earnings this month:  
**€ 75,00**

Dashboard  
**Assignments** 1  
 Earnings  
 My data  
 Log out

### Blog about SEO trends in 2019 (GNIHP)

Back to assignments

**Creative**  
 Created: 2019-06-26 20:17:42  
 By: Eric van Hall | Mediaweb  
 Assigned on: 26-06-2019 to 20:08 to Melanie

A summary of the submitted assignment

Content type	Blogpost/article
Target audience	Mediaweb: marketeers and entrepreneurs.
What should the reader's response be to the content?	Inform & take action.
Tone of voice	Informal
Word count	1200
Please describe the assignment	Write the blog based on the attached document.
Focus keyword(s)	SEO trends
Language level	B1 ⓘ
Client may be called for questions	Eric van Hall 0651106877

Submit assignment → [Google Drive URL - Proofreading](https://docs.google.com/document/d/1h1-Uj2b1I4Ipuddmy85wISxyaB9yIc3qr33DqM0RrPk/edit?usp=sharing)  
 Submit orders to editors for proofreading and delivery  
 Submit information

## Rating assignments

After we deliver the content to the client, you will receive an email from us thanking you for the delivery and asking you to review the order.

We urge you to review each order using the feedback form. It only takes a moment and helps us to improve the quality of our clients' briefings even further.

We would also like to know how satisfied you are with our collaboration so that we can make appropriate adjustments as needed.

You can find an example of this form here: REVIEW [THE ASSIGNMENT](#). Feel free to fill it out completely.

## Rates

CopyRobin pays per assignment. How much you earn per piece of content depends on three variables:

1. Your status as a CopyRobin author (Bronze, Silver, or Gold).
2. The word count (in increments of 400).
3. The degree of difficulty (Standard, Creative, or Expert).

## Status (Bronze, Silver, or Gold)

As a new writer for CopyRobin, you'll start out with a Bronze status. Once you have carried out a number of assignments for us, have been working for us for a longer time, honour your deadlines, communicate clearly, receive positive feedback from our clients, and give consistent feedback on assignments, you will ultimately 'promote' to Silver and later to Gold status. We also pay the Silver or Gold rate for certain specialisations that are harder to come by.

## Number of words

We use increments of 400 words (about an A4) to determine the length of a piece of content. This makes it easier for clients to determine the desired length of their text in advance since they will often think in A4's rather than word count. Moreover, we strive for the optimal length for each text, not for as many words as possible. If we were to calculate per word, that would invite us to make texts unnecessarily long. So if you accept an assignment of 400 words, make it as long as necessary up to a maximum of 400 words. You might not need the full 400; depending on the content, 284 or 362 might be long enough. If an assignment is 800 words, then you would write a piece of content between 401 and 800 words. Do keep in mind that 401 would come across as a bit of a dud to the client, so rather aim for a range between 500 and 800 words.

## Level of difficulty

We have three levels of difficulty: Standard, Creative, and Expert. The client can indicate this in their briefing.

**Standard:** The briefing is basically sufficient, so you don't have to do your own research or telephone interviews.

**Creative:** Beyond the briefing, you need to pay extra attention to creativity, research the sources provided, and/or do a short (about 15 min) telephone interview.

**Expert:** Beyond the briefing, you will have to find and research sources yourself, do a somewhat longer (about 30 min) telephone interview, or write based on your substantive expertise.

### Standard rates:

The amounts under Bronze, Silver, and Gold are in EUR excluding VAT.

	Duration	Time	Bronze	Silver	Gold
--	----------	------	--------	--------	------

Up to 400 words	2 wkds	30 min	15.00	18.00	21.00
400-800 words	3 wkds	45 min	22.50	27.00	31.50
800-1,200 words	4 wkds	60 min	30.00	36.00	42.00
1,200-1,600 words	5 wkds	75 min	37.50	45.00	52.50
1,600-2,000 words	6 wkds	90 min	45.00	54.00	63.00
2,000-2,400 words	7 wkds	105 min	52.50	63.00	73.50
2,400-2,800 words	8 wkds	120 min	60.00	72.00	84.00
2,800-3,200 words	9 wkds	135 min	67.50	81.00	94.50
3,200-3,600 words	10 wkds	150 min	75.00	90.00	105.00

**Creative rates:**

The amounts under Bronze, Silver, and Gold are in EUR excluding VAT.

	Duration	Time	Bronze	Silver	Gold
Up to 400 words	4 wkds	60 min	30.00	36.00	42.00
400-800 words	6 wkds	90 min	45.00	54.00	63.00
800-1,200 words	8 wkds	120 min	60.00	72.00	84.00
1,200-1,600 words	10 wkds	150 min	75.00	90.00	105.00
1,600-2,000 words	12 wkds	180 min	90.00	108.00	126.00
2,000-2,400 words	14 wkds	210 min	105.00	126.00	147.00
2,400-2,800 words	16 wkds	240 min	120.00	144.00	168.00
2,800-3,200 words	18 wkds	270 min	135.00	162.00	189.00
3,200-3,600 words	20 wkds	300 min	150.00	180.00	210.00

**Expert rates:**

The amounts under Bronze, Silver, and Gold are in EUR excluding VAT.

	Duration	Time	Bronze	Silver	Gold
Up to 400 words	6 wkds	90 min	45.00	54.00	63.00
400-800 words	9 wkds	135 min	67.50	81.00	94.50
800-1,200 words	12 wkds	180 min	90.00	108.00	126.00
1,200-1,600 words	15 wkds	225 min	112.50	135.00	157.50
1,600-2,000 words	18 wkds	270 min	135.00	162.00	189.00
2,000-2,400 words	21 wkds	315 min	142.50	189.00	220.50
2,400-2,800 words	24 wkds	395 min	172.50	216.00	252.00
2,800-3,200 words	27 wkds	440 min	195.00	243.00	283.50
3,200-3,600 words	30 wkds	485 min	217.50	270.00	315.00

We have more extensive tables in which the rates are listed up to 7600 words. Feel free to ask at [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl).

## Unrealistic word count and/or level of difficulty?

You may receive a briefing in which the maximum number of words and/or the chosen level of difficulty is not realistic. In those cases, please contact [redactie@copyrobin.nl](mailto:redactie@copyrobin.nl) with your recommendation as soon as possible. Briefly state the length and/or level of difficulty you suggest and why. Our experience is that clients almost always agree as long as your suggestion is reasonable. Once an assignment has already been carried out, approving those changes becomes a lot more difficult. In that case, please use the feedback form, so that we are at least aware of the situation and can provide feedback to the client.

# Invoicing and payment

At the beginning of each month, you will receive a purchase order from us listing all the assignments you completed the previous month.

The screenshot shows the CopyRobin dashboard for user Melanie Johnson. The top navigation bar includes links for Home, Pricing, About us, FAQ, Contact, Blog, and a Dashboard button. The user's profile shows a credit ranking of Bronze and earnings of €60,00 for the month. A completed assignment titled 'Blog about SEO trends in 2019 (GNIHP)' is highlighted, with a word count of 1200 and a difficulty of Creative, earning 8 credits (€60,00). Below this, a 'Purchase orders / Payout' section shows a purchase order for June 2019 with a total of €135,00. A table lists the specifications for the assignments: two assignments from June 2019, one for 'QLEAKS' (1600 words, €75,00) and one for 'QRELSS' (1200 words, €60,00).

Date	Assignment ID	Assignment title	Word count	Difficulty	Amount
26 June 2019	QLEAKS	Blog about semantic markup with AI	1600	Creative	€ 75,00
26 June 2019	QRELSS	Blog about web design trends in 2019	1200	Creative	€ 60,00

Check that the purchase order is correct. If so, please send us an invoice for the amount of the purchase order and attach the purchase order to it.

It is possible that you have carried out work for us outside our system. Please state these activities separately on the invoice and add up the amounts.

The invoice must also meet all the statutory requirements for invoicing:

- Your full name and that of your client (CopyRobin B.V.).
- Please mention your legal name. Your trade name is also an option, as long as it is registered at the Chamber of Commerce in combination with the address and place of residence. In the case of fiscal units, it is customary for the name of the entity that provides the service to appear on the invoice.



- Your full address and that of your client (CopyRobin BV, Industrieweg 15, 3641 RK, Mijdrecht).
- Please state the address where your company is physically located. A PO Box number alone is not sufficient.
- Your VAT number.
- In the case of fiscal units, please list the VAT number of the entity providing the service.
- Your Chamber of Commerce registration number.
- The invoice issue date.
- The nature of the services you have provided.
- The scope of the services you have provided. This can be done in a separate appendix. Give the following information for each assignment: Date, Order ID, Order title, Word count (400, 800, 1200, etc.), amount according to CopyRobin rate card for freelancers excluding VAT.)
- The date on which the goods or services were delivered, or the date of an advance payment.
- The invoice subtotal, excluding VAT.
- Do you provide services with different VAT rates? In that case, mention the separate amounts. Also include the unit price, if applicable.
- The VAT rate you charge.
- The total VAT amount.

Email your invoices as a PDF attachment to [info@copyrobin.nl](mailto:info@copyrobin.nl).

We generally pay invoices approximately 14 days after receipt by our accounting department, depending on how the date falls within our weekly payment cycle. If you have not received payment after 20 days, please email a payment reminder to [info@copyrobin.nl](mailto:info@copyrobin.nl).

## In conclusion

We look forward to a long-term collaboration that is fruitful for you, us, and our clients. Please don't hesitate to contact us about anything you feel we could do better. We are a flat, transparent organisation and we love feedback. We strongly encourage constructive criticism of our working methods. Our goal is to be the best possible partner for both our clients and our freelancers.

So if something is on your mind, whatever it is, drop me an email at [eric@copyrobin.nl](mailto:eric@copyrobin.nl) or call me at +31717504060 and we'll take care of it.

Tip: join our **private Facebook group 'CopyRobin Freelancers.'** You can always go there with your questions and for support from both the CopyRobin team and your colleague CopyRobin freelancers.

<https://www.facebook.com/groups/227592281418777/>

1 July 2019, Eric van Hall