

# Kore Access

: EVALUATING • WRITING • EDITING  
CONSULTING • MARKETING

## Our Seven Kore Steps to Project Completion

### How Kore Access Colleagues Manage the Process to Deliver Your Project

To ensure that you, as the client, and we, as your strategic marketing supplier, are both proud and satisfied with the finished project, we drive our process with strict quality controls and project management standards.

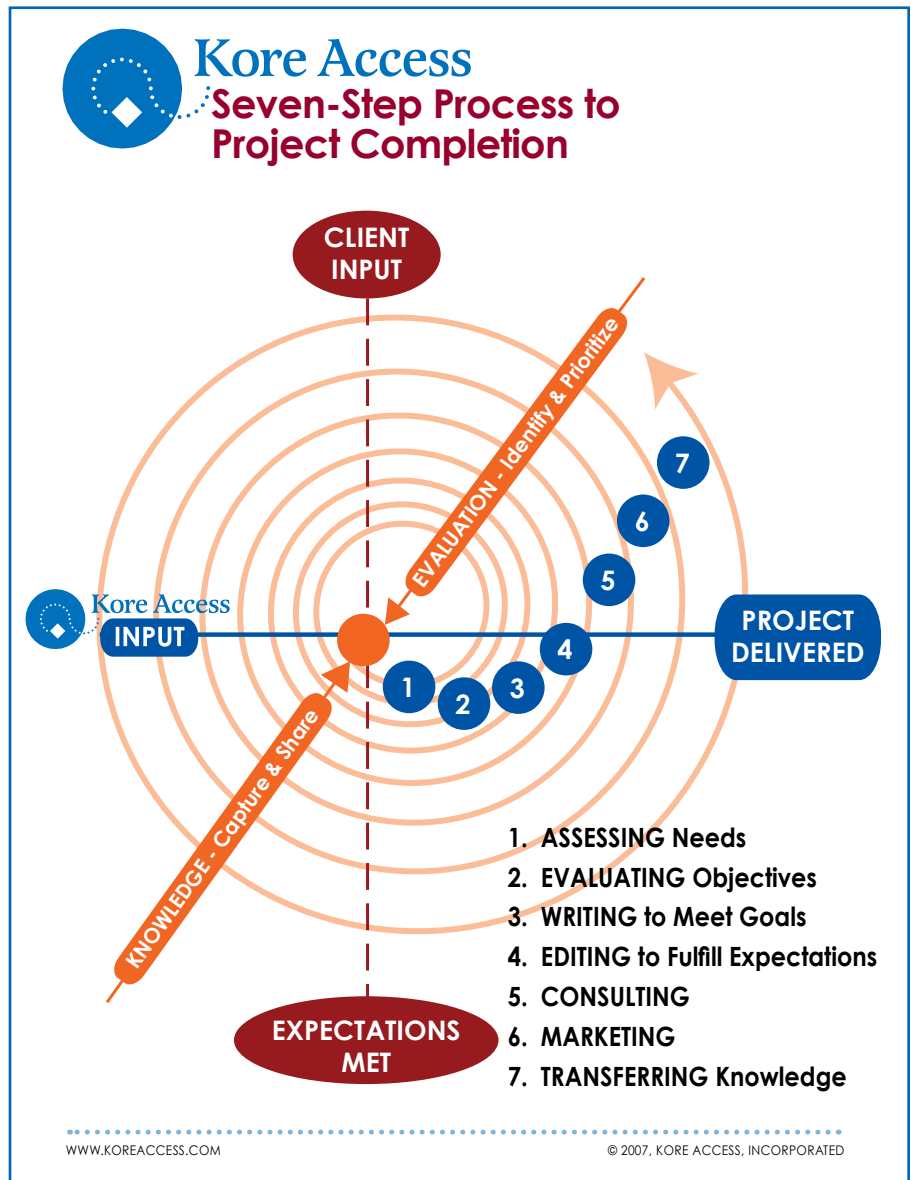
Our process begins with an initial complimentary consultation. During the consultation, we share ideas as we discuss your project with you. We seek to access your core values and goals and seek to reach an agreement about whether or not we are a “perfect” fit for your project. Once we agree on fees and terms, we are ready to start work immediately in order to meet your deadline and to live up to your expectations.

Our seven-step process serves many purposes. It welcomes you as a client to our services with a needs assessment and evaluation; it guides the process through the stages of project conception, definition and implementation; and, during the last two stages, it imparts knowledge and allows us to share lessons learned. The core of each step:

#### 1. NEEDS ASSESSMENT:

*We Work to Understand Your Marketing and Sales Objectives*

We perform a thorough needs assessment in order to understand you, your market and your marketing and sales needs.



## 2. EVALUATING:

### *We Establish Priorities and Generate an Outline*

We review all your present marketing communications, and we research and interview you, your customers, industry sources and subject matter experts. Once we have completed the review and evaluation, we generate an outline for the project.

## 3. WRITING:

### *We Use Your Goals to Write a First Draft*

After you approve the outline, we use it as a guide to create a first draft.

## 4. EDITING:

### *We Make Revisions to Meet Your Expectations*

If, after you review the draft, you find that changes are needed, we will include two free, within-project-scope revisions.

## 5. CONSULTING:

### *We Deliver on Your Vision and Mission*

After your go-ahead, a draft, independently edited, is finalized. The draft is delivered to you, along with suggestions on how best to utilize it.

## 6. MARKETING:

### *We Finalize Your Project and Offer Marketing Tips*

The final project is delivered along with suggestions for increasing its profitability.

## 7. TRANSFER:

### *We Acknowledge Our Partnership and Share Resources*

Your project is ready for you to implement, and we share any insights we have about the finished product.



## How Kore Access Colleagues Manage the Process to Meet Your Expectations

### We seek to access your core and to agree about our “perfect” fit

During our initial complimentary consultation, we share ideas as we discuss your project with you. We seek to access your core values and goals and seek to reach an agreement about whether or not we are a “perfect” fit for your project. We also discuss three core values we consider essential to good working relationships:

- A. Capacity:** Can we perform the tasks you need? Do we have the qualities you seek? Can we function in the role your organization requires?
- B. Connection:** Do we share common organizational cultures and values? Can we establish priorities in our project scheduling and management that match your desired time line? Are we effective in our communications with you?
- C. Consideration:** Does our experience, skill and process add value to your products and services? Is the project important to your organization? Will the project receive attention from, and be given significance by, your staff and your clients?

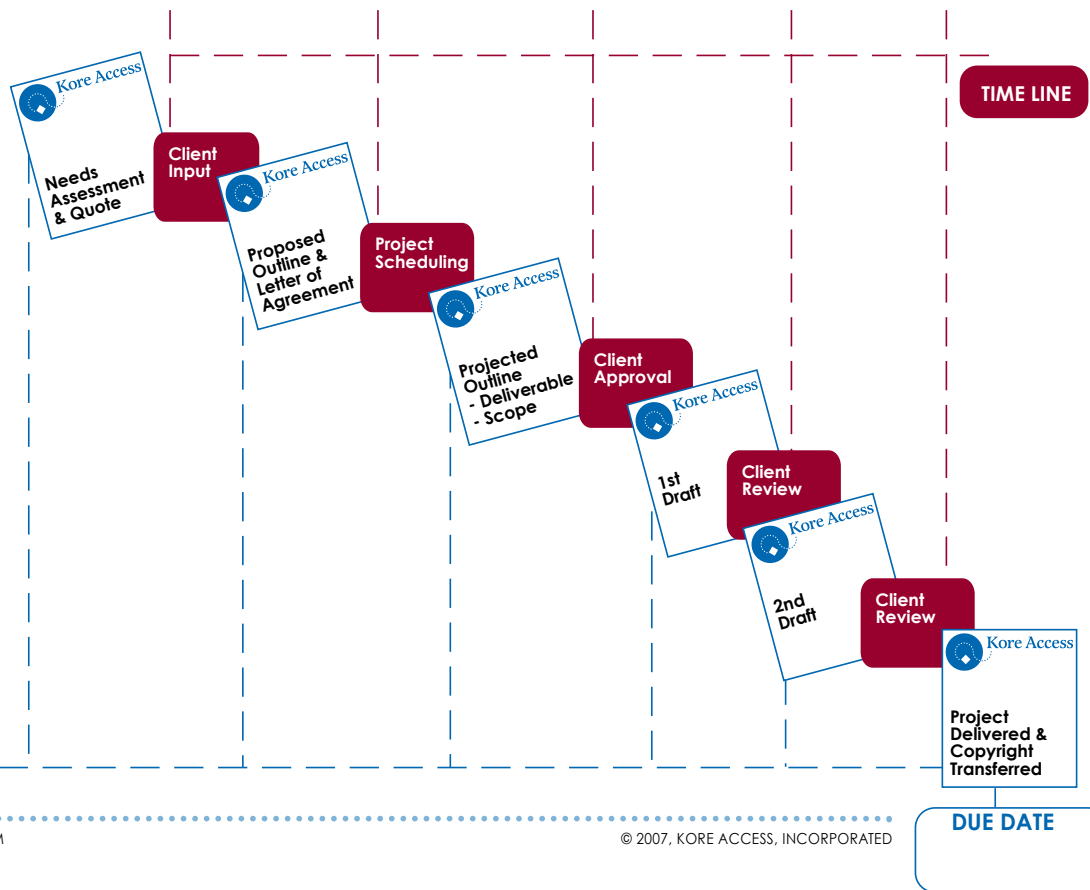
### We evaluate and acknowledge needs in our terms and project management

Kore Access welcomes both corporate and entrepreneurial clients. We understand each organization or entrepreneur has different scheduling, budgeting and project requirements. We acknowledge those needs in our terms and project management.

Our goal is to establish a long-term relationship with you and to act as your marketing partner in order to achieve the business growth you plan. We have the flexibility in our process to coordinate your organizational needs with our project management. Our goal is to arrive at mutually agreeable terms we can both honor and under which we can both prosper. In order to keep track of deliverables and important milestones, we generate a contract that includes both deliverables and a project time line.



# Kore Access Project Time Line



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## How Kore Access Organizes and Manages Client Input

Kore Access colleagues follow the “Seven Kore Steps to Project Completion” to continuously a) identify and prioritize all information that relates to the project deliverables and b) capture and share knowledge that will lead to best practices.

Kore Access colleagues have decades of experience in the areas of sales and marketing. Our skills and talents combine to create and to deliver projects that both speak to and persuade your core market. We understand how to fully utilize online and offline marketing content in order to develop a strong case for your products and services.

When working with us, you can expect we will cocreate with you. We freely share our expertise and during our seven-step process, you might find we will:

- ◆ Note the uniqueness of your organization and, as a result, structure a project outline that highlights your benefits and competitive advantages.
- ◆ Consider the meaning and significance of the benefits and features of your products and services and work to define those benefits with our words and images.
- ◆ Look at the future course of action you have defined and translate your decisions into valuable market benefits and initiatives.
- ◆ Make sure you effectively communicate the details of your brand experience so that you: 1) address perceived customer values, 2) include details unique to your brand, 3) use language that speaks to your target audience and 4) write in the style suited to the chosen media platform.
- ◆ Share many more little extras!

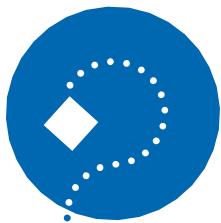
## How Kore Access Colleagues Customize Your Project

### We are motivated to cultivate a collaborative partnership

We continue discussions with you throughout each project to talk over concerns and considerations such as organizational capacity, challenges and competencies.

We evaluate and consult with you and with our expert colleagues about the issues that will have an impact on the approach we take to meet your unique challenge and to execute your marketing initiative.

Our code of conduct and our culture of appreciation guide all our interactions with you. Our code directs us to behave with respect toward both clients and colleagues, and our culture promotes an outlook of awareness about the value of each and every person and about each of their contributions. We trust that the result will be that our cooperative responsive attitudes, both to the market and to the work environment, will ensure that we at Kore Access recognize and act creatively upon your marketing opportunities. Learn more about our core values – [click here](#).



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### We are inspired to develop a cocreative collaboration

We consistently seek to help you produce informative and creative marketing solutions that are engaging and culturally relevant to your audience. We also work together with you to achieve the creation and delivery of a commercially successful marketing solution. In other words, we want to help you serve both your clients and assist you in meeting your marketing objectives and goals.

We discuss and review your input, and give you our own. We evaluate choices and make commitments. We outline, in a contract, the deliverables we promise and produce a project timetable. We then approach your project with all the dedication and the passion needed to fulfill our contract with you, based on the Kore Access principle that we have a commitment to measure our success by your satisfaction.

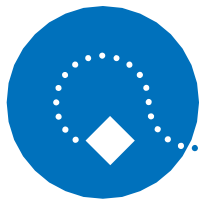
## How Project Input is Evaluated

### We aspire to deliver an elegant solution

During our conversations, and throughout the “Seven Kore Steps to Project Completion,” we constantly reassess our progress and consult with you and with our colleagues so that we can deliver an elegant project solution. Elegant, in this sense, means the solution is one in which the maximum desired effect is achieved with the simplest effort.

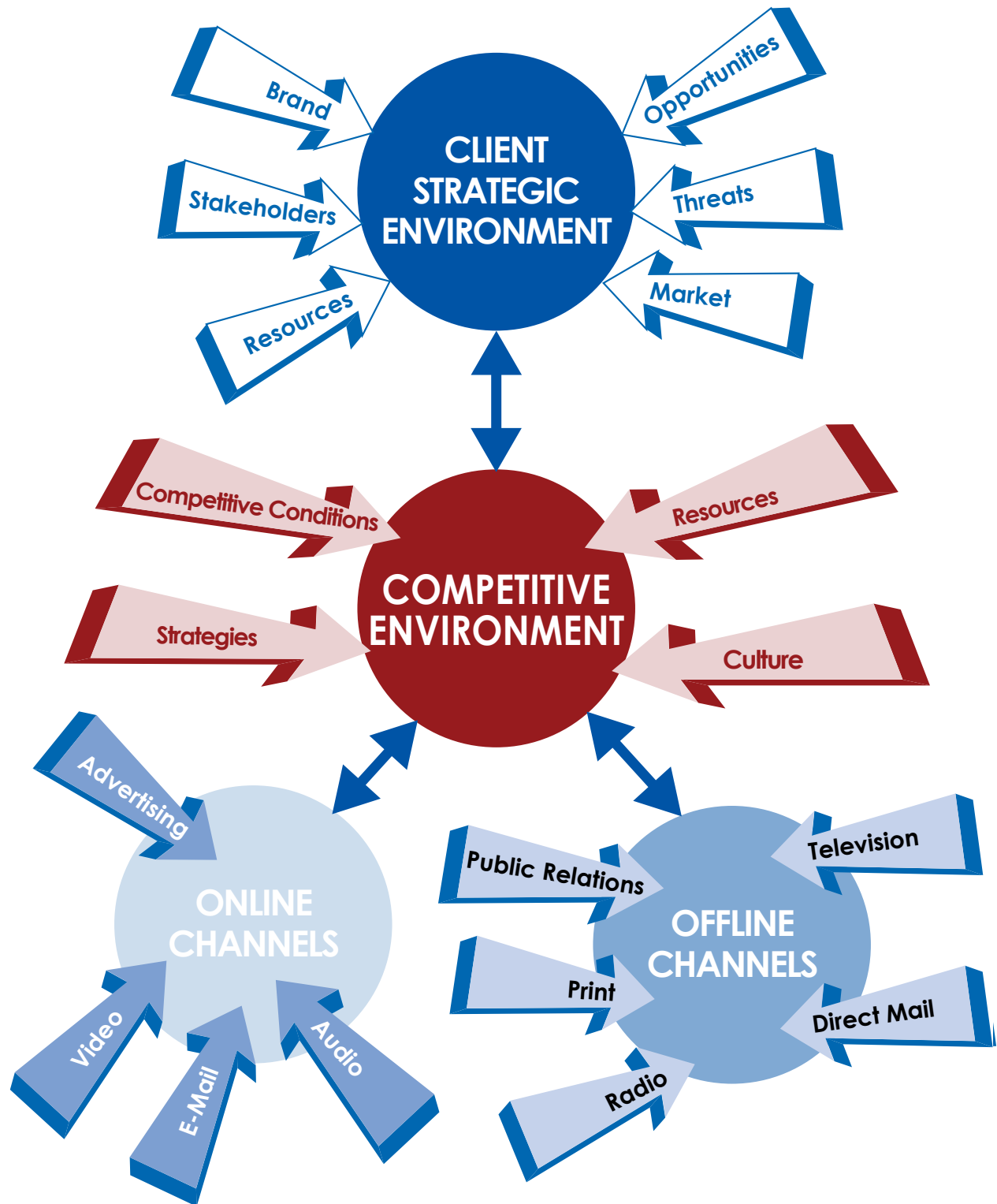
To meet the objective of creating an elegant project solution, we use the Kore Access marketing chart that best allows us to evaluate your unique project requirements. We have numerous customized (and proprietary) charts to assist in our efforts to craft copy that both captures the attention of your prospects and meets their informational needs.

For example, the “Marketing Assessment Chart,” the chart we use in step one of our seven-step process, is a chart that allows us to identify the most relevant and most strategic factors of the project.

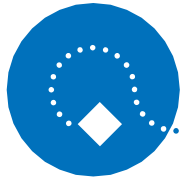


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## Marketing Assessment Chart

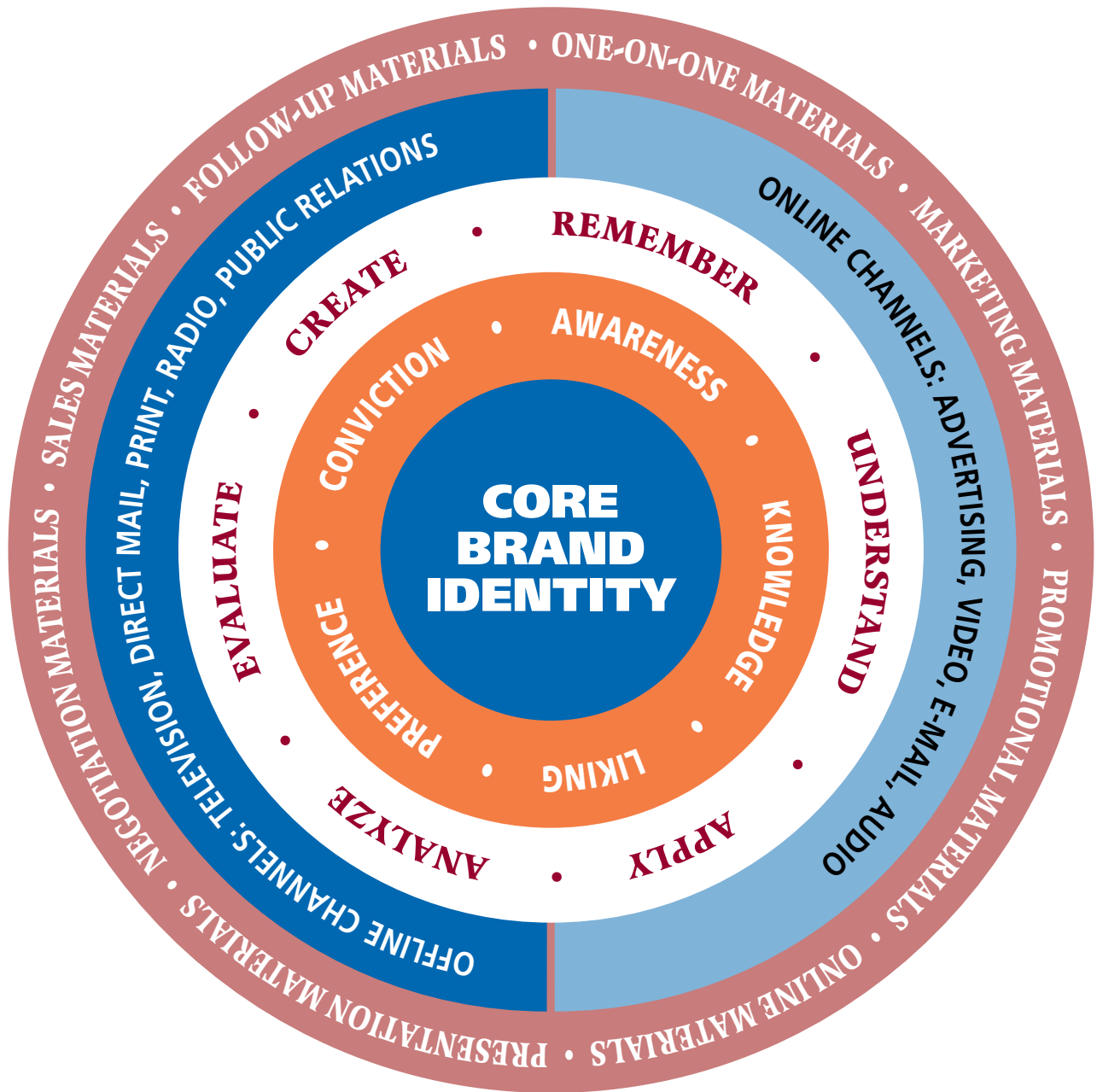


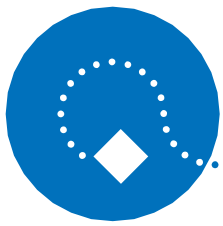
Another example is the “Marketing Evaluation Chart.” We use it to begin an analysis of two factors: how your core brand identity is conveyed in your marketing materials and how your online and offline marketing materials and messages position you in the minds of your prospects and customers.



**Kore Access**

**Marketing Evaluation Chart**





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## Kore Project Policies and Terms

### Copyright

The copyright for all contracted materials transfers to you upon payment in full. We will send you, via snail-mail or as a PDF (as you prefer), a notarized certificate.

### Disclosure

- ◆ Minor expenses are included in the contracted rates: e.g., postage, courier, long distance phone calls, etc.
- ◆ Major expenses are billed at cost: e.g., travel expenses for onsite meetings and interviews.
- ◆ Kill fees and rush fees may be charged.
- ◆ Additional disclosures are listed under project policies and terms on our Web site – [click here](#).

### Confidentiality

As professionals who build our business one relationship at a time and who count on your trust to operate our business, we, at Kore Access, will never rent, sell or otherwise reveal your e-mail address, other contact information or private business information and materials to other organizations or individuals for commercial purposes. We limit our sharing of information to parties that partner with us to deliver a project for you.

Regarding confidentiality: We do not include a specific confidentiality clause in our contracts, but we do include and honor a privacy clause as part of our company policy. You can view that privacy clause on our Web site – [click here](#).

### About Kore Access

Kore Access offers professional freelance business writing services. We enjoy established relationships with professionals such as graphic artists, printers and multimedia professionals. We welcome the opportunity to quote any and all of the services you need to make your marketing project a success.

We specialize in creative concepts and content for commercially successful marketing campaigns. We offer many types of marketing communications, both as packages and as individual projects, and can bill per project, hourly or as negotiated. Combined copywriting and multimedia packages are available to meet your budget. We offer multiple turnkey and customized solutions to meet your marketing goals.

View marketing packages and solution details on our Web site – [click here](#).

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