



LinklySage
Connecting Wisely



LinklySage Philosophy

LinklySage is guided by three core principles:

Learn • Craft • Connect.

Learn — Understand your subject, audience and purpose before writing begins.

Craft — Research carefully, verify important claims and refine the writing with your feedback.

Connect — Help readers understand your message and see how it relates to their needs.

These principles guide each step of our work together, from the first conversation to the final article.



The Journey We Take Together

From our first conversation to your finished content — eight steps, with room for your input along the way.



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1

Get in Touch

Reach out in person or online. We'll start with a simple conversation. Send an email or fill out an enquiry form.

Tell Me What You Need

Share your name, company, email, and what brings you here. Tell me as much or as little as you wish — any extra details are always welcome.

2



Choose the Right Direction

Together, we'll clarify what the writing needs to achieve, who it should reach and where it will appear. This gives us a shared direction before we develop the detailed brief.



3

Agree on the Brief

Once the direction is clear, we'll shape and finalize the brief together. Nothing moves forward until we're both comfortable with what has been agreed.

4



Outline First

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Outline → Up to 2 Adjustment Rounds → Agree → Draft



5

Confirm & Pay the Advance

Once you approve the outline, a 75% advance secures the work. I'll then begin paid research and drafting according to our agreed schedule. Cancellation and refund arrangements are explained in your project agreement.

6



Craft, Review & Refine

You receive the completed article for review. Plus, one full revision round and one minor follow-up adjustment are included within the agreed brief — no hidden charges.



7

Final Payment & Delivery

Once you're happy with the final work, the project is completed, and all agreed deliverables are handed over. The remaining 25% is paid in accordance with the initial agreement.

8



One Final Thought

Good work begins long before the first word is written—with careful listening, understanding what matters to you, and agreeing on a shared direction