GoProof

DESIGNED FOR
Adobe InDesign CC

DESIGNED FOR
Adobe InCopy

WHY YOU SHOULD BE USING ADOBE® INCOPY® IN YOUR CONTENT CREATION PROCESS

A FREE EBOOK FROM GOPROOF

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INTRODUCTION

Welcome to our ebook! Glad you made it!

You're reading this, which means you probably use **Adobe® InDesign®** a lot already and want to know what **Adobe InCopy** is all about. Or maybe you already know what it is and have had some experience with it at some point in your life, good or bad!

The purpose of this ebook is not just to look at InCopy to give it the airtime it should rightly have. It's also to talk about it from a perspective firmly rooted in today's creative world, not the late '90s or early '00s when things were, well, different.

We hope that as you read this you'll be able to visualise your workflow with InCopy as a big value-add part of it and feel the difference it would make to your team collaboration.

You'll see how InCopy lightens the load on copy exchange tasks which weigh your creative shoulders down. You'll discover how to simplify the whole process and make it sweeter.

And it's easier than you think to roll out, especially when we reveal some neat workflow options that make it an absolute no-brainer.

WHAT IS ADOBE INCOPY?

InCopy is the word processing app in **Adobe Creative Cloud** that **copywriters** use to place their words directly onto **InDesign** documents and see what it looks like.

It was originally released the year after InDesign was launched in 1999 as the companion to InDesign, with the goal of helping writers and designers bridge their processes and work together better.

The key vertical targeted for InCopy on its release was the publishing industry. Adobe was gathering momentum here already thanks to **Adobe InDesign** disrupting the domination of QuarkXPress over the previous years.

The addition of InCopy ultimately increased the pressure further and major newspapers and magazine publishers were switching in droves to InDesign as their page layout software.

So when you think of its history, InCopy is a major player in the Adobe Creative Cloud stack of products. But it suffers from a stigma of being old-fashioned and expensive to implement.

We don't agree. We think it should get way more airtime and we'll explain why later.

For now though, you should know that InCopy is included within the Adobe Creative Cloud All Apps subscription, so many of you may have it already - or you can **buy it on its own for around $5 a month**, which works out at 16 cents a day.

In business asset terms it's barely visible on the P&L. No barrier to entry there at all.

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HOW INCOPY WORKS

The primary function of **InCopy** is to allow **copywriters** and **graphic designers** to work together on page layout content.

It could be used as a stand-alone word processor with full export and print functions but that's not its real purpose. InCopy is designed to be the input channel for written content to be placed in Adobe InDesign documents created by graphic designers.

InCopy files come in two types: stand-alone or linked. Stand-alone files are disconnected from any InDesign document and can be created and worked on autonomously by writers. Linked documents are directly connected to the designer's InDesign document and can be worked on by multiple people at the same time.

The common process starts with the designer creating their InDesign document and adding text frames onto it which are to be populated by copywriters. These are known as stories or articles.

Stories could have a number of different text frames within them and each one could have its own designated purpose and style. Here are some examples:

Main title or headline
Paragraphed body content
A table of contents
Captions for images
Terms and conditions

Once the designer has created them, they can send the InDesign file package to the copywriter to work on. The copywriter opens the package using their InCopy software and can then see exactly what the designer has done.

The written content is then be added by the writer, who has a choice of three interface views to choose from.

Galley mode
A basic, unformatted word processing mode that uses line numbers and line breaks that correspond with the text frame size and shape on the InDesign document

Story mode
Like the Galley mode but with no line numbers or line breaks, so just a wide text window spanning to the width of your screen

Layout mode
The full InDesign layout with images and formatting, allowing writers to see their copy positioned inside the actual text frames laid out on the document itself

The Layout mode is the visual one and is arguably the most experiential mode to use. In Layout, writers and editors can see exactly how copy looks on the design template.

So, for example, if the writers had a couple of options for the main story headline, they could type one in, take a look, then try the other one and make a decision on which one resonates best when taking the surrounding images, typefaces and text frame geometry into account.

Once the copy has been submitted, the document is packaged up by the designer and exported to share.

WHO SHOULD BE USING INCOPY NOW AND WHY

We're going to break the mould here.

InCopy isn't just for publishers. No way. It has a bunch of uses for all types of businesses in today's creative world.

Here's the rub though - not many people have realised it yet and simply aren't aware of where it can outstrip other word processors.

Everyone is so quick to use Google Docs or Microsoft Word these days that they miss the huge benefits that InCopy integration can bring to creative workflows. You can't beat keeping content locked together in the right place.

There's no need for Zaps or APIs or custom webhooks with InCopy. In an age where software stack integration is commonplace, this is one of the most straight forward and beneficial of the lot.

So who else should be using it then?

Well here are a few pointers to get you thinking. We've broken them down into categories to help you glance at them.

BUSINESS TYPES

Any Marketing Team

It really doesn't matter what type or size of business you are. If a creative in your team produces content using Adobe InDesign then your designated writers can feed copy straight in using Adobe InCopy. Easy.

Creative Agencies

InCopy is perfect for agencies who produce a ton of print content for multiple clients, with employee role assignments and responsibilities on projects constantly changing.

Health

Organizations in health, pharmaceutical and care always require intricate copy details. These could be for packaging, labelling or fine print dosage instructions. The slightest errors could cause significant fallout, so they need to be super-accurate.

Associations and Regulators

Watertight advice on regulations or standards is needed for associations to make sure they are governing their audiences correctly, particularly when global or regional requirements are factored in.

JOB ROLES

Copywriter

Straight up. Internal copywriters working on brochures, reports, catalogues, magazines and so on submit their content into the InDesign document rather than through disconnected systems like Google Docs, MS Word and email. This should be their go-to system.

Marketing Manager / Director / CMO

Acting as the editor-in-chief, the CMO or marketing head can drop into the design and tweak any content whenever they need to. This could be designated to anyone.

Legal Advisor

Potentially the most critical role, legal personnel can edit the copy to ensure no loopholes or mistakes are unintentionally created or left in the content. The more important the document, the more emphasis this role has.

Corporate Data Providers

Think company reports or shareholder statements. InCopy allows data providers to view, drop, analyse and edit financial data or statistics to make sure it's all verified before it's sent to print or published online.

WIDER COMMUNITY

Freelance Copywriters

External support from copywriters on a contract basis is a regular thing in today's gig economy. This is a great way for them to directly hook into specific projects and cut out all the separate trails.

Guest Writers

When you have a specific campaign which benefits from a guest to write for you, get them hooked in to your layouts and they'll better understand the context, which means their copy will be just what you wanted.

Journalists

If you are local or public organization or a review aggregator for example, you may get the media to supply stories and articles for your content. InCopy works beautifully for that.

Public Relations

Brands with PR reps or teams working for them can receive stakeholder quotes, interview content, show stats, campaign awareness metrics and more directly into templates for internal review documents.

There's so much you can streamline and channel through InCopy to make life easier. And that's just using the standard Adobe flows.

We've pushed it into the future. Read on.

THE GOPROOF INCOPY WORKFLOW

Cloud-based working. Always-on connectivity. Deeper collaboration. Version history.

GoProof's InCopy workflow brings a whole new level of simplicity and collaboration to the process. It enhances the Adobe standard workflow by pushing the linked connections and content exchange into the GoProof Cloud.

Here's where you can make even more gains. Instead of relying on linked files that are stored on local machines, servers or external providers, the GoProof workflow centralises the documents in the cloud, making them always accessible and easy to share.

Now you're up in the cloud, there's a ton more you can do to increase creative collaboration.

Using the **GoProof extension for Adobe Creative Cloud**, documents can be sent for review directly from InDesign without exporting PDFs.

Add in the InCopy integration and suddenly your review and approval can be combined with writers submitting and editing their copy to make one super-streamlined process.
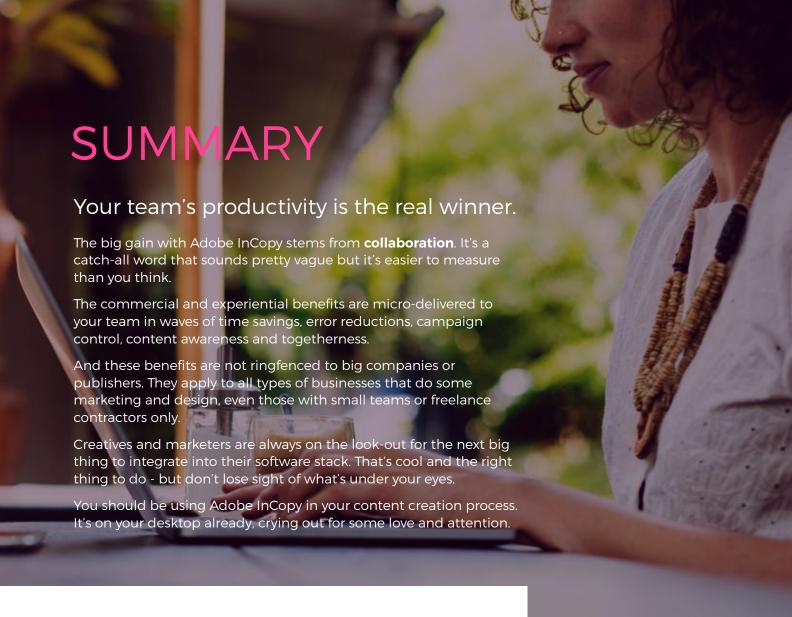
InCopy users can drop content in through their GoProof panel whilst other collaborators not needing Adobe or GoProof licenses can make comments, request changes, upload images, @mention users and more, all in a simple browser-based interface.

Rather than being separated from the entire creative journey once they've submitted their words, InCopy users are included as an integral part and can take part in version reviews, restore old copy versions and work closer than ever with their designers and co-workers to achieve the best result for everyone.

It's a new collaborative world for today's creative teams. All gain, no pain.

"We're pleased to see GoProof expand collaboration for designers, contributors and stakeholders by adding support for InCopy. While InCopy has been available for some time, GoProof has utilized a cloud platform making it easy for designers and agencies to work with their clients and see changes in a wysiwyg interface."

**Mike Zahorik,
Senior Manager of Partner
Strategy and Programs, Adobe**

SUMMARY

Your team's productivity is the real winner.

The big gain with Adobe InCopy stems from **collaboration**. It's a catch-all word that sounds pretty vague but it's easier to measure than you think.

The commercial and experiential benefits are micro-delivered to your team in waves of time savings, error reductions, campaign control, content awareness and togetherness.

And these benefits are not ringfenced to big companies or publishers. They apply to all types of businesses that do some marketing and design, even those with small teams or freelance contractors only.

Creatives and marketers are always on the look-out for the next big thing to integrate into their software stack. That's cool and the right thing to do - but don't lose sight of what's under your eyes.

You should be using Adobe InCopy in your content creation process. It's on your desktop already, crying out for some love and attention.

QUICK CHECKLIST

Here is a useful checklist to help you realise Adobe InCopy working in your business.

- Talk about InCopy with all your marketing team
- See who has InCopy installed already or is aware of it
- Decide who should have it, both internally and externally
- Pick a first project to test it on
- Make sure the designers know when to use it
- Get more writers and stakeholders included
- Enhance collaboration with the GoProof workflow

About GoProof

GoProof is a leading review and collaboration software platform that helps brands, agencies and publishers streamline creative processes, saving a ton of time and energy.

It's part of the **Oppolis Cloud** software stack alongside **GoPublish, GoCopy** and **GoVersion**. The Oppolis Cloud products seamlessly integrate to inspire creative and marketing teams to create better together.

Oppolis Software has a history of building progressive partner innovations for Adobe creative software since 2003. Its success has come from optimising design and production workflows, energising team collaboration and make the transformational steps into digital content and app production easy.

OPPOLIS CLOUD

Thanks for reading!