

## Attract And Engage Ideal Clients

Increase sales with words that resonate



Brand message strategy and copywriting

WEBSITES

LEAD MAGNETS

EMAIL SEQUENCES

SALES PAGES

### Many businesses struggle to attract new clients

Explaining what you do can be overwhelming

To make an impact you'll need to:



Get clear on your MESSAGE



Find your BRAND VOICE



Tell a compelling STORY

Unclear messaging is confusing and frustrating to potential clients

Book a Call

## Elevate your online presence

As a Copywriter, I help you get **clarity on your offer**, develop an **authentic brand voice** and **tell a story that resonates**



You deserve marketing that's:

- ✓ Crystal Clear
- ✓ Builds Trust
- ✓ Converts Clients

Start the conversation to get the messaging you and your customers deserve

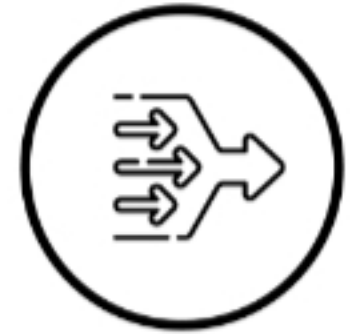
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## 3 Steps to attract ideal clients

Be guided through a process to engage more clients

Step One

Clarify



Build a clear, simple strategy defining the key message that makes you unique.

Step Two

Create



Tell your story in your voice, and communicate with clarity and consistency.

Step Three

Convert



Engage with clients through your website, lead magnet and email sequences.

## Professionals I've worked with say.....

"Sarah has a great ability to foster collaboration and maintain strong relationships with stakeholders, both within and outside the organisation. Her effective communication and diplomacy made her a highly respected figure within our team"

Mike W  
Deutsche Bank, Director

"Sarah has expertise in solving complex problems in time sensitive environments"

Brian S  
Deutsche Bank, VP



See their full reviews & more on [LinkedIn](#)

## One small step to get started

Book a free 20 minute call – that's it!

We'll talk about your business and writing objectives you're looking to achieve

Feel confident in your brand message

Book a Call

Attract and Engage Ideal Clients

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## Elevate your online presence

Work with a Copywriter to get your business noticed



You may have the perfect service for your clients, but if they don't feel understood or connect with your message, you'll miss a sale and they'll miss a solution

### MEET SARAH

Another pair of eyes bringing insights and ideas to **SHOWCASE YOUR BUISNESS**



An expert who:

- > has a process
- > is strategic
- > understands the power of story

You'll get:

- > a weight off your shoulders
- > fresh ideas and inspiration
- > dedicated resource that delivers

### Work with Sarah

#### Getting your story straight



As businesses evolve, the messaging can become disjointed and confusing.

With a background in IT Project Management, I'm experienced in transforming complexity into structure and simplicity.

Now as a process-driven Copywriter, I determine what your message needs to say and what your audience needs to hear.

#### Telling your story



With strategy in place, the next step is to craft the words to tell your story.

Your website, lead magnets and emails showcase your business with a consistency that builds trust and engages audiences.

I believe every business deserves their message to be heard loud and clear, whilst customers deserves to find what they need easily and quickly.

### Copywriting FAQ

#### What exactly is copywriting?

Copywriting is selecting, constructing and editing words to promote a product, business, person or idea. There should always be a specific intended outcome in mind.

#### My english and spelling are OK, why not write my own copy?

Copywriting is more than putting one word in front of the other. To be effective it needs to be compelling, engaging, inspire action and meet specific goals. If you're untrained and time poor, it makes sense outsourcing this task to get a result your proud of and take the weight off your shoulders.

#### I have a web developer, do I need a Copywriter too?

A web developer is like a builder and your Copywriter the interior designer. If you don't mind the builder choosing your curtains, you can leave them to it.

#### How much of my time will it take?

At the start of a project expect to spend 2-3 hours (not all at once) as I collect information from you and we collaborate on the strategy and brand messaging. Then it's over to me to do the hard work and we'll check in again a few times before completing the project.

#### What if I don't like what you write for me?

I don't start writing until we have completed the strategy work and you have signed off on the approach. This keeps my copy in alignment with your goals so it should be close to what you want, but I can do up to 2 rounds of revisions if theres some tweaking to be done.

#### How long does it take to write my copy?

This depends how big the project is and how available you are as we collaborate. A 5-page website, can take 3 weeks from start to final delivery.

#### What does it cost?

Projects are individually priced, but as a guide a 5-page website starts at £1500. I also offer a review of your current website, along with recommendations for £75.

Let's collaborate to attract and engage clients you really want to work with

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Attract and Engage Ideal Clients

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Here's how to:

## Stand Out From The Crowd

with clear and consistent messaging

### Writing your own website and emails is *RISKY*

Potential clients quickly evaluate you in the hope you can solve their problem

If you're not clear and inviting, you've lost them..... probably forever

### Level-up your messaging

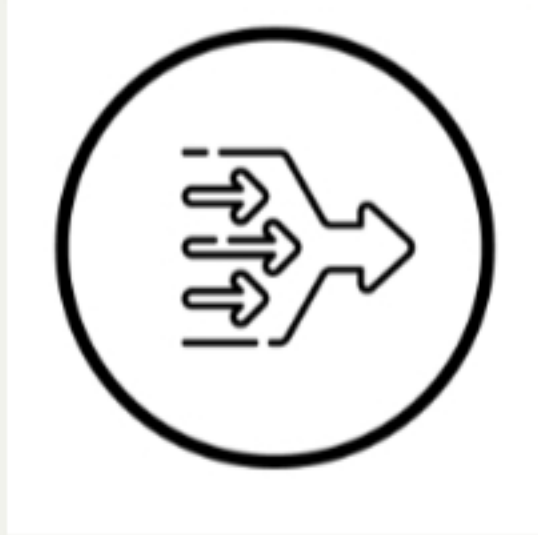
Be guided through a process with support and direction to simplify your story

- ✱ A clear brand voice for consistency
- ✱ Understand what your client really thinks
- ✱ Pitch your products to your clients needs

### 3-Steps To Connecting With Ideal Clients

Follow a structured approach to find your story and tell it clearly

#### Step One – Clarify



We start by getting clear on your brand voice, your ideal customers and your unique offer. By creating a tagline and a one-liner, we'll capture the key essence of your business and why it's worth attention.

- ➔ Define your brand voice
- ➔ Identify your target audience
- ➔ Create a one-liner & tagline

#### Step Two – Create



Setting out the pages of your website in a wireframe with sample images and graphics, I'll bring out key messages that resonate and prompt your clients to take the next step.

- ➔ Captivating headlines
- ➔ Cohesive content
- ➔ Website wireframe

#### Step Three – Convert



With your website updated, customers feel at home and trust your brand. The final step is adding Lead Magnets and email sequences to nurture clients towards a purchase.

- ➔ Consistent messaging
- ➔ Increased engagement
- ➔ Grow your business

Get started today by scheduling a call

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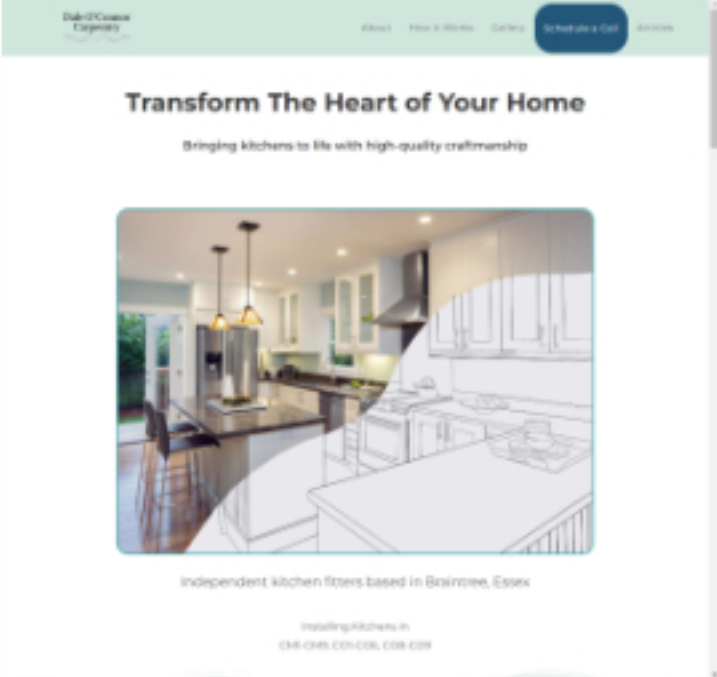
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## Portfolio

### Websites


Brand messaging strategy and website wireframe



docarpentry.com (Kitchen Installations)

Read More On This Project

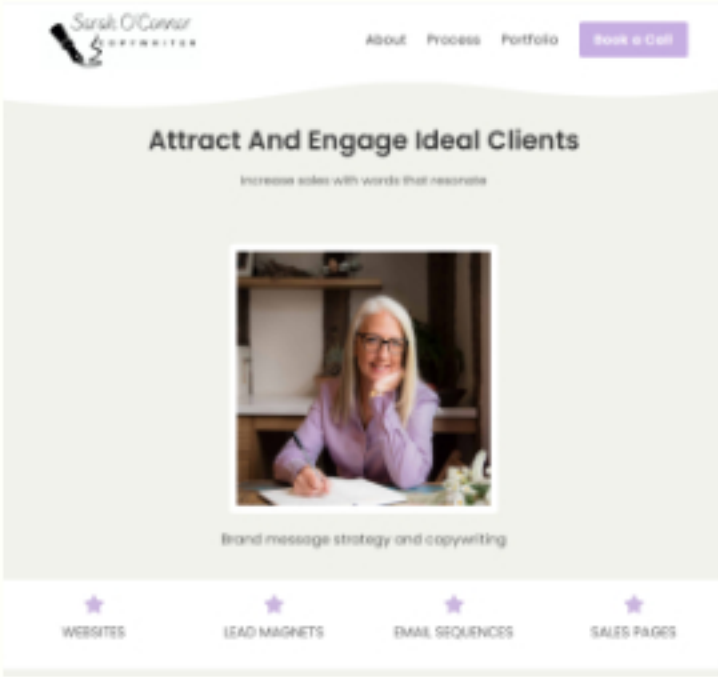
Brand messaging strategy and website wireframe



datagum.com (I.T. Services & Products)

Read More On This Project

Brand messaging strategy and website wireframe

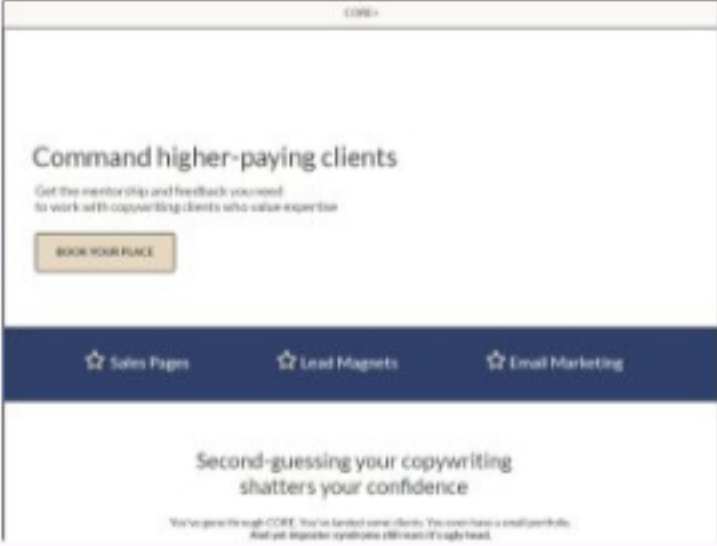


sarahwordcraft.com (Copywriting Services)

Read More On This Project

### Sales & Landing Pages


Sales Page



copycollective.com (Mentoring Program )

Read More On This Project

Landing Page




Omega3 Hero (Healthcare Supplements)

The Challenge: A sceptical audience and an unknown brand

My Approach: The price is a very good offer so this is emphasised early in the page. The connection with grandchildren runs throughout the page to resonate with the target audience and help them see the transformation of using the product.

Landing Page




Kensington Cat and Dog home (Charity Donations)

The Challenge: An Landing page to encourage more people to become regular monthly donors, for this non-profit pet rescue centre

My Approach: Focusing on the benefits to the donor, rather than just the animals gives the reader an emotional connection and that their support really matters.


### Email

5 Sequence Email



Nurture emails following a free PDF download

7 Sequence Email




Sales emails for a CRM tool

The Challenge: An email sequence to accompany a 7-day trial to convert trialists to an annual subscription.

My Approach: With limited time & a multi-featured product, the strategy was to give the trialists a taster of using the tool but more focused on the benefits (personalised connects at scale, more time to work on other business needs etc). Whilst tempting to cram in all the amazing features over the week, smaller wins for the reader keeps them onboard. Testimonials were scattered throughout the sequence to build customer trust.

Sales Email



AI Motor Oil (Premium Product)

The Challenge: The goal of the email is to direct readers to the company website and purchase the motor oil. The company's tone is exciting, urgent, promotional, serious and target audience is male 35-50 year old performance car owners.

My Approach: I made it clear this is a premium product and highlighted what matters to the car owner. Including a "softer" benefit of "endless adventures" creates balance with the more technical aspects. One clear call to action, leaves no doubt what the reader should do next.

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5 Insider Secrets That'll Set Your Website Apart

sarahwordcraft.com

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# Unlock the Power of Clarity

Get a website that's clear, strategic and *wins you clients*

I'm interested in more information

- ☐ Website Strategy
- ☐ Website Re-Write
- ☐ New Website
- ☐ Website review & recommendations
- ☐ Lead Magnet

Name \*

Email \*

Company Name / URL

Comment or Message

SUBMIT



You work hard to build your business.  
Let's make sure your heard loud and clear.

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