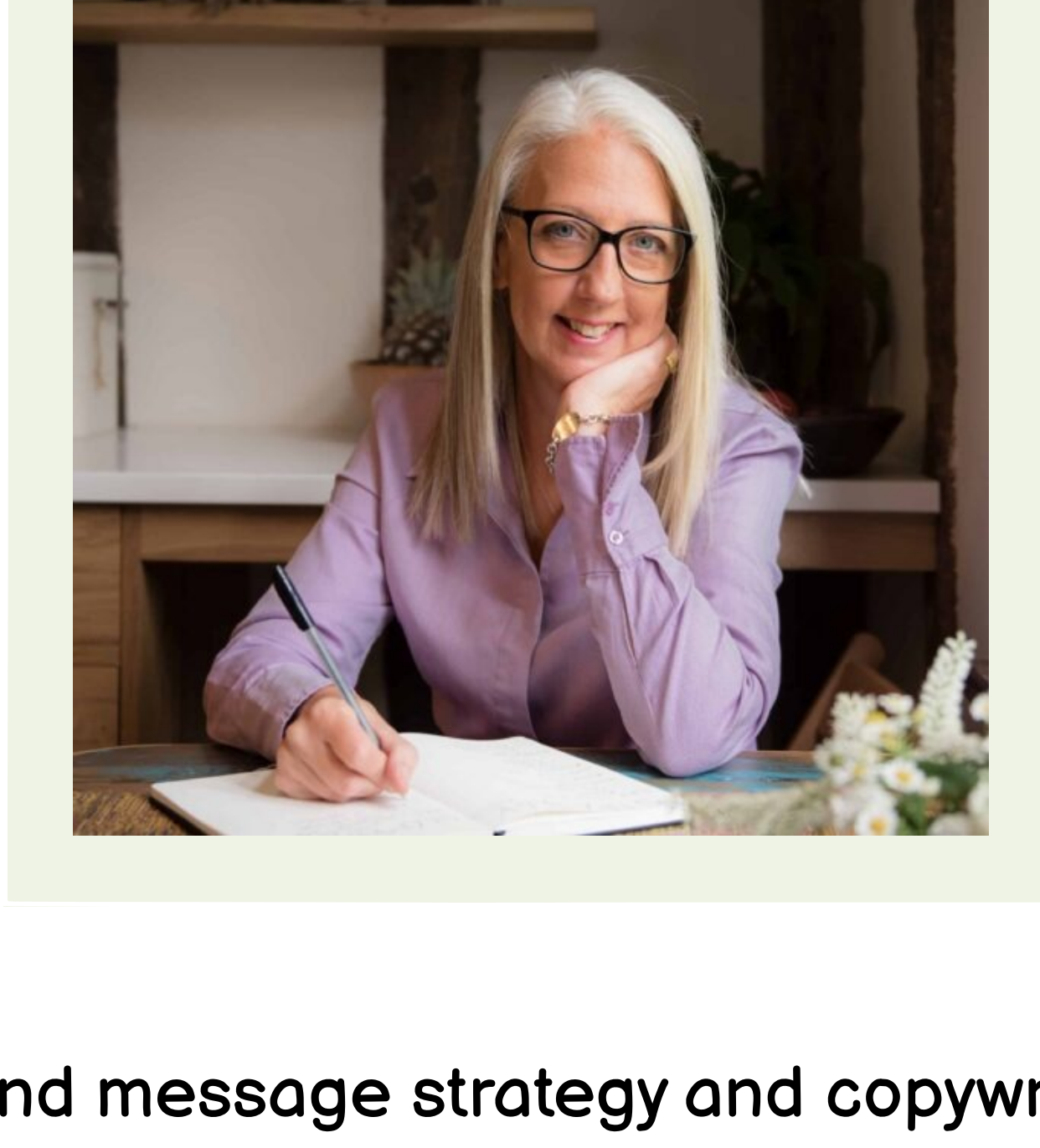


Attract And Engage Ideal Clients

Increase sales with words that resonate



Brand message strategy and copywriting

- Websites
- Lead Mangets
- Email
- 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
- ★

Develop your BRAND VOICE
- ★

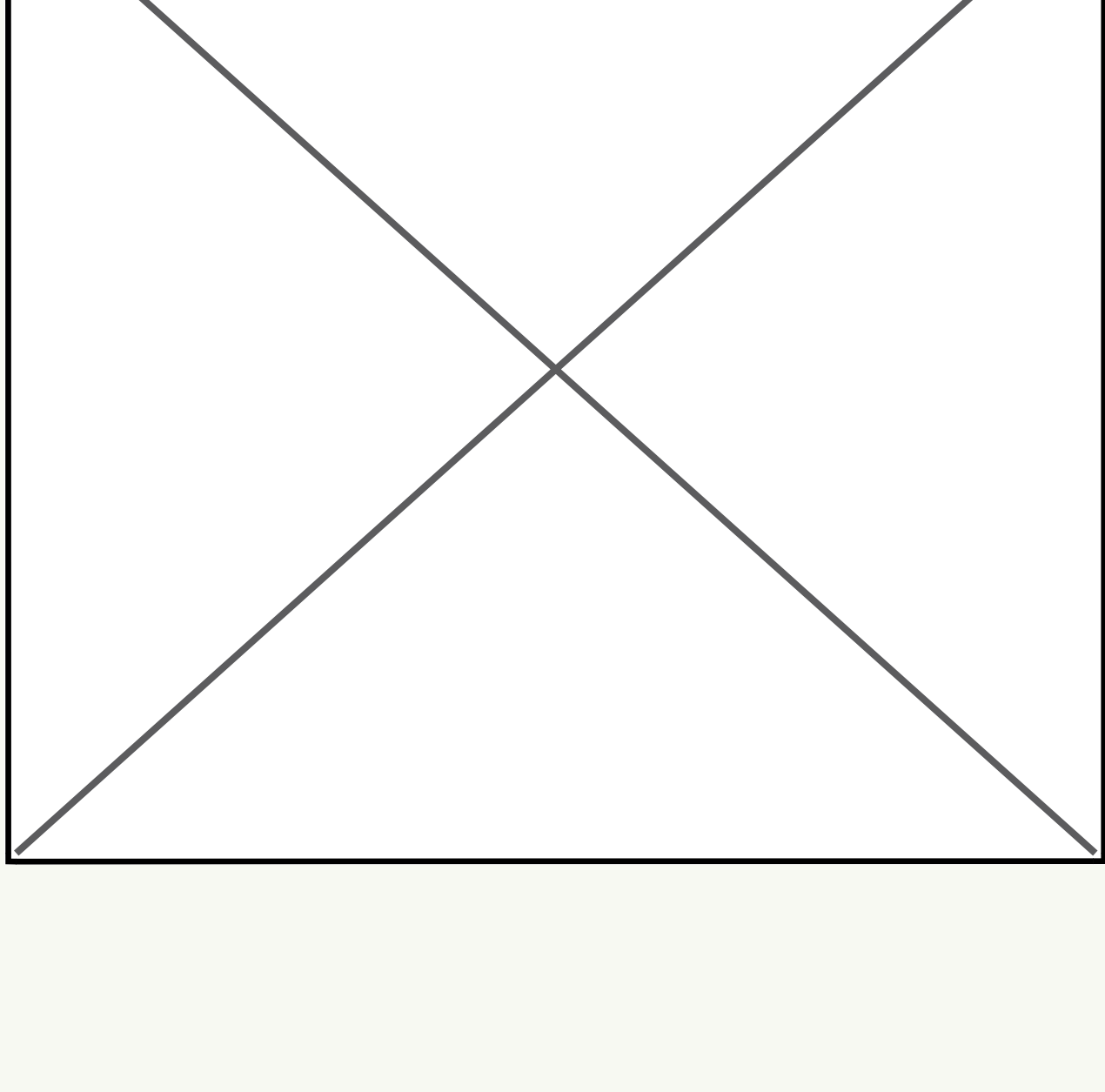
Tell a compelling STORY

Unclear messaging is confusing and frustrating to potential clients

Schedule 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 a marketing that's:

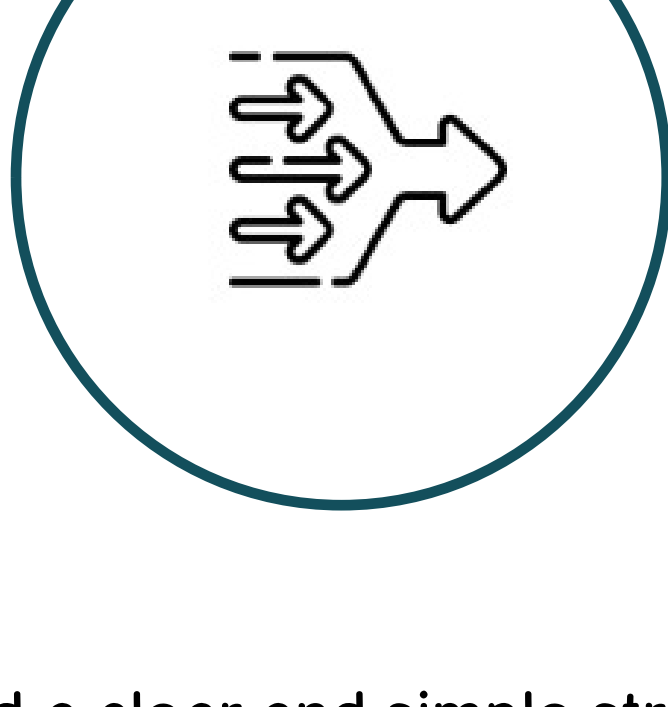
- Crystal Clear
- Builds Trust
- Converts Clients

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

3 Steps to attract your ideal clients

Be guided through a process to engage more clients

Step One
Clarify



Build a clear and simple strategy that defines the key message that makes you unique

Step Two
Create



Tell your story in your voice, on a website that's clear and consistent.

Step Three
Convert



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

Schedule a call

“ Professionals I've worked with say:

"Sarah is a motivated, organised and highly skilled colleague" (Bobby)

"Sarah brought organisation and structure to complex transformation projects within a high-paced tech environment" (Ibrahim)

"Sarah has expertise in solving complex problems in time sensitive environments" (Brian)

"I am impressed with her work ethic and communication skills" (Bhavin)

".....She is well regarded across the team and a pleasure to work with. Anyone working with Sarah is in good company" (Louis)

"Sarah has a great ability 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)

See their full reviews and more on LinkedIn

One small step to get started

Book a free 20-minute call - That's it!

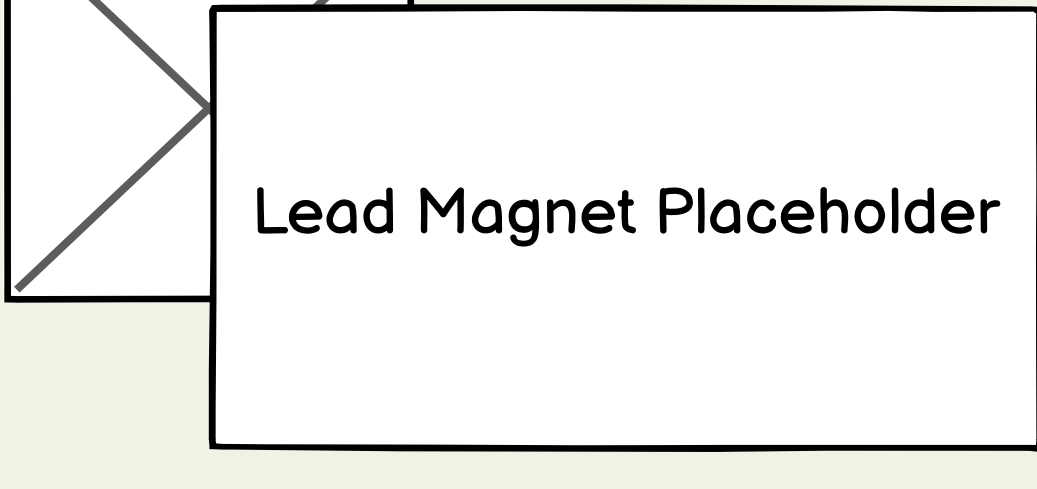
We'll talk about business and writing objectives you're looking to achieve.

Feel confident in your brand message

Schedule a call

Attract and engage ideal clients

Schedule a call



Lead Magnet Placeholder

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Writing your own website 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 1 - Clarify

We start by getting clear on your brand voice, your ideal customers and your unique offer. We'll create a captivating one-liner that summarises your business and why it's worth attention.

→ Identify your brand voice

→ Define your target audience

→ Clarify your offer

→ Create a one-liner

Now we're clear, I'll bring out key messages that resonate with your clients, prompting them to take the next step. Setting out the pages of your website in a wireframe, you'll see this visually with sample images and graphics.

→ Captivating headlines

→ Brand tagline

→ Cohesive content

→ Website wireframe

Step 2 - Create

Step 3 - Convert

With your website updated, customers feel at home and trust your brand. All ideas and materials are yours too keep and will support your other marketing projects, such as social media.

→ A website your proud of

→ Consistent messaging

→ Increased engagement

→ Personalised messaging playbook

Hear what people are saying

Testimonial

Testimonial

→ Get started today by scheduling a call

Schedule a call

Tick your website off the list

Attract and engage ideal clients

Schedule a call

Lead Magnet Placeholder

HOME

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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



Objective



Strategic



Dedicated

Work with Sarah

Messaging Strategy



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.

Copywriting



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 deserve to find what they need easily and quickly.

Copywriting FAQ

What exactly is Copywriting?

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

My English & spelling is 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 your untrained and time poor, it makes sense to outsource this task and 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-designer 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 expend 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?

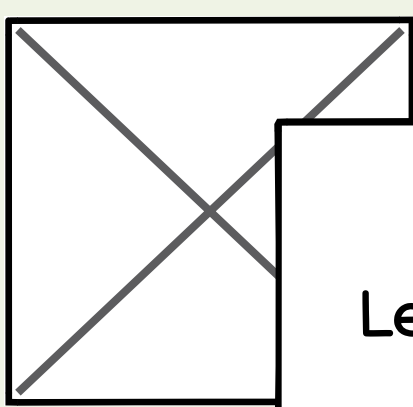
This depends how big the project is and how available you are as we collaborate.. A 5-page website, can take 3 weeks from start to final delivery.

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

Attract and engage ideal clients



Lead Magnet Placeholder



Sarah O'Connor

COPYWRITER

About

Services

Process

Schedule a call

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 Magnets

☐ Sales Page

Name:

Email

Company Name

Message

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

DOWNLOAD YOUR FREE Guide

5 Insider Secrets That'll Set Your Website Apart

In this 11 page guide, you'll identify 5 secrets that many websites are missing.

They're simple to fix, elevate your website and increase client engagement.

Name

Email

Download Now

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