



Information Packet

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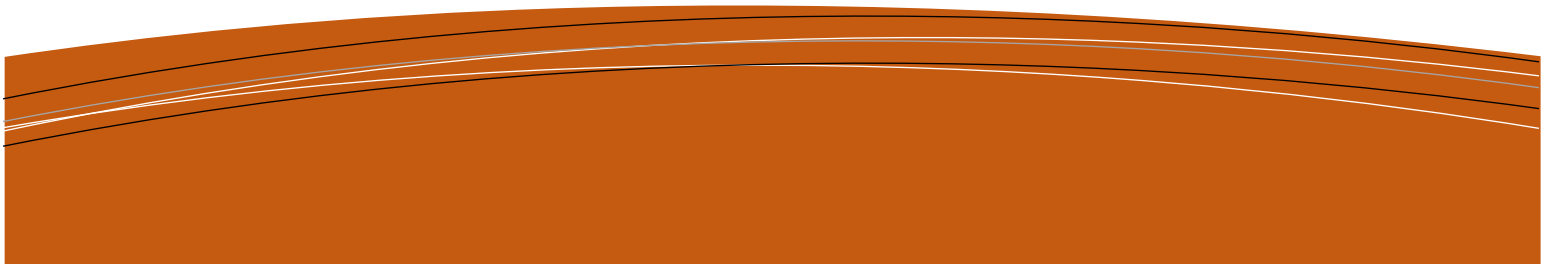


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Welcome!

If you represent a tech startup, technology incubator, or small- to mid-sized B2B or B2C business and need a copywriter who specializes in lead generation and sales conversion, then you're in the right place.

I create copy that tells your story, generates interest, and helps bring in funding or grow businesses. I specialize in:

- Sales funnels
- Online ads
- Landing & thank you pages
- Opt-in pages
- Email sales letters/autoresponder series
- Video scripts and sales letters
- Press kits



Competition is stiff in the technology industry. Companies who are most skilled at differentiating themselves and positioning their products as the best, or only, solution win.

I help technology companies, especially startups and small- to mid-size businesses, stand out from their competition and make the sale.

If I was in your office right now, I'm sure you'd be asking me lots of questions. I've answered a few of the most commonly asked questions here, and I'll be happy to address others during our initial call.

Frequently asked questions (FAQs)

What are your qualifications as a copywriter?

Consider me a technical copywriter. I spent 28-years in the semiconductor industry writing B2B technical content and product documentation. I am skilled at translating highly complex technical concepts into marketing messages that speak to your reader.

I turn features into compelling benefits that will grab your readers' attention and entice them to act.

Do you have experience in the technology industry?

I've had a strong interest in technology since I was a kid. My mom helped me get my first job in a semiconductor company when I was 16 years old. I worked for a summer with applications engineers learning how to write assembly language, troubleshooting customer issues, editing chip documentation, stocking books in a new lab, and making a whole lot of copies.

I had such a wonderful experience and made such great contacts at this company, that I went on to work there through college and for the next 28 years.

I've worked in all aspects of documentation from the product-line level to a corporate leadership role. I've worked in partnership with chip designers and architects, sales and marketing, applications engineers, and directly with customers. Over the years, my interest in technology has only intensified.

What kinds of assignments do you handle?

I can handle a full array of copy needed by technology startups and established small- to mid-sized B2B or B2C companies, but I specialize in lead generation and sales conversion copy. This includes sales funnels, online ads, video scripts and sales letters, opt-in pages, thank you pages, landing pages, email sales letters, autoresponder series, and press kits.

Click [here](#) to see a full list of the services I offer.

Do you offer consulting services?

Yes, I can advise you on your marketing strategy, help you plan your campaigns, or offer my opinion on how best to reach your clients through your marketing efforts.

What does it cost to hire you for a project?

You can let me know the type of project you have in mind, and I'll quote you a price. The [Services and investment](#) section provides typical prices for a variety of projects.

Your fee schedule lists a price for a 'copy critique'. What's that?

I help you strengthen results with a professional review and recommendations.

Who are your clients and what do they say about your copy and counsel?

A list of [clients](#) and a [testimonial sheet](#) are included in this document. One of my favorites is:

“...wonderful sense of humor, eagerly and persistently faces challenges...”

Vanessa is a joyful spirit full of humanity with a wonderful sense of humor. She eagerly and persistently faces challenges, is a terrific communicator, loves people, and has great energy.”

Mark Nixon, Applications Engineering Writer/Content Information Architect

How long will it take you to write my copy?

The schedule will depend on the project scope, complexity, and amount of research required. However, a typical project takes 2-4 weeks, so I can take the proper amount of time to fully research, write, and polish your copy until we are both fully satisfied.

However, I know that deadlines happen. If you need a quick turnaround, please indicate the date by which you must receive the copy in our initial discussion. If I agree to take the job, I guarantee you'll receive the copy on the deadline date, if not before.

No matter what your deadline is, I will provide top-notch, high quality copy.

What happens if we want you to revise the copy?

I will happily revise the copy if you will let me know the changes you want to make. In fact, there is no additional charge for up to 2 revisions if they are sent back to me within 30 days of you receiving the copy.

However, if the changes are based on a material change in the product, service, or assignment, we should discuss this request as additional fees may apply.

How do I order from you?

I offer a free 30-minute consultation to learn more about your project needs.

Call me at +1 512.892.5726 or send an email to vanessa@standoutcopywriting.com and we'll set up time to talk. We'll discuss next steps during the call.

Remember: This is a free 30-minute call and there is no obligation to buy.

I look forward to speaking with you.

What others say about Vanessa

“... a consummate professional, excellent communicator...”

Vanessa Glover is a consummate professional, excellent communicator, and well-respected and admired motivator. No matter where she is in the workflow, she brings knowledge, expertise, and forward thinking. She is constantly looking at ways to make the process better, exceed expectations in her own direct contributions, and deliver the end-product on time and to the highest quality. She does all of this with a positive attitude and inherent team spirit that makes her easy to work with.

Denise Fischer, Information Development Manager, NXP Semiconductors
Austin, Texas

“...always balancing high-level goals with the concerns of relentless schedules...”

Vanessa... not only took steps to revolutionize the way our company and our team presented technical documentation to customers, [...] she was constantly pushing us towards getting better information to the customer, faster. Vanessa worked across so many teams with diverse stakeholders, always balancing high-level goals with the concerns of relentless schedules. I admire her ability to take control and herd so many cats, so to speak. And I can never express enough gratitude for her support at work and beyond.

Joanna Bettelheim, Alumni Relations Coordinator, Sarah Lawrence College
Yonkers, New York

“... bright, efficient, and personable...”

Vanessa is one of the best people I've worked with in a long career. She is bright, efficient, and personable. Her writing skills are of the highest quality, and her ability to balance multiple ongoing projects always impressed me. In our field, constantly learning new software skills is one of the most important traits to have, and she does that perfectly. Anyone who hires her will be glad they did.

Stephen Holcombe, Information Developer/Sr. Technical Editor, NXP Semiconductors
Austin, Texas

“...gracious, supportive, knowledgeable, and hardworking...”

Vanessa is gracious, supportive, knowledgeable, and hardworking. I am certain that she will continue to excel at any job she undertakes.

Noreen McMahan, SDL Operations Manager, NXP Semiconductors
Austin, Texas

“...wonderful sense of humor, eagerly and persistently faces challenges...”

Vanessa is a joyful spirit full of humanity with a wonderful sense of humor. She eagerly and persistently faces challenges, is a terrific communicator, loves people, and has great energy.”

Mark Nixon, Applications Engineering Writer/Content Information Architect
NXP Semiconductors, Dallas, Texas

“...artful research and thoughtful innovation, marries ideas to results...”

Where do I begin? It was my great professional fortune to have met and worked for Vanessa Glover. As my manager, she demonstrated a deep, abundant capacity for crystallizing broad-spectrum analytics and modeled uncommon depth of character. Her strength and wisdom brought calm and balance to so many difficult challenges, both human and situational. I learned so much under her guidance. But I happily confess that what I know of her did not end there because what followed, the grace and trust of her friendship, has become my fondest serendipity.

Vanessa is a joyful creative. By drawing freely from her fountain of personal experience and utilizing artful research and thoughtful innovation, she marries ideas to results and brings the latent to light.

Jo Lawhn, Technical Writer/Business Analyst Sr Specialist, Cigna
Austin, Texas

“...broad range of abilities that make her an invaluable asset to any organization...”

Vanessa is a visionary who is very skilled at planning and implementing sweeping changes in workflow and getting the right level of buy-in from leaders and individual contributors alike. She is also incredibly dedicated and can always be counted on to do what needs to be done,

often volunteering to jump into the details whilst keeping a keen eye on the bigger picture and the top priorities. Vanessa has a broad range of abilities that make her an invaluable asset to any organization. Vanessa is very articulate, and her strong communication skills have influenced her ability to quickly earn the respect of all of her co-workers. She has frequently represented the interests of the entire Freescale documentation community in high profile and controversial circumstances with an impressive ease and has received praise and notice from the CEO and the entire executive team.

Clara Serrano, Information Development Manager, NXP Semiconductors (Retired)
Austin, Texas

“...knowledgeable, intelligent, and compassionate, [and] challenging in a constructive way...”

Vanessa is knowledgeable, intelligent, and compassionate, as well as challenging in a constructive way. I can truly say that I am a better information developer and a better business analyst because of her influence, support, and encouragement over the past five years.

Mike Austin, Content Information Architect, NXP Semiconductors
Austin, Texas

“...balances the pressure with grace; big-picture vision with precise in-the-trenches clarity...”

Perhaps the best word I could use for Vanessa is "balanced." In the midst of the stresses of a global high-tech corporate culture, she deftly balances the pressure with grace. Top-down leadership with bottom-up encouragement and empowerment. Delegation with personal responsibility. Big-picture vision with precise in-the-trenches clarity. Strategic planning with tactical execution. And on and on ... Over my 30-year career I've worked with thousands of people. Only a handful are on my "I'd work with them again in a heartbeat" list. Vanessa is one of those few.

Bob Beims, Agile Leader/Content Architect/Information Technologist
Austin, Texas

Clients and experience

NXP Semiconductors

Enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer.

American Writers & Artists, Inc.

Premier copywriter training

American Red Cross Disaster Relief

Disaster Relief — All day, every day, wherever someone needs us.

Central Texas Food Bank

We nourish hungry people and lead the community in the fight against hunger.

Operation Supply Drop (OSD)

Grass roots impact for this generation of veterans.

Life Leadership

The life you've always wanted — Financial, Professional, and Personal Development

Don't Bully Me Rescue

Saving Texas Death Row Pits

LifeAustin

We live to see every life transformed by the power of Jesus Christ.

Amplio Wealth Management

At Amplio Wealth Management, it is our vision to help you achieve yours.

LPL Financial

Help entrepreneurial financial advisors establish successful businesses.

Heart and Sold Austin Group

The vision of Heart and Sold Austin is to provide the highest level of customer service in the Real Estate industry.

Girl Scouts of the USA

The preeminent leadership development organization for girls.

Amway

One of the world's largest direct selling businesses powered by:

- Brands That Do Wonders
- Opportunities That Empower
- Relationships That Endure
- Global Citizenship That's Purposeful

Elite Wellness Chiropractic

Committed to helping you achieve greater health and a better way of life through teaching and practicing the proven principles of chiropractic and wellness care.

Professional Writers Alliance

Direct Response Writing Association

University of Texas

English Department

University of Texas

Computer Science Department

Get to know Vanessa

Tinker, maker, writer: Discovering my life's passion

As I stared down at the sewing machine pieces scattered around me, I listened to my father calling out to my mother, “Sweet Pea! She’s doing it again. If she doesn’t have her nose in a book, she has a hammer or screwdriver in her hand.”

“What is it this time?” My mom asked.

“She took apart your sewing machine” was the response.

I could hear footsteps moving quickly in my direction. Oh no. Well, it would be ok, I reasoned. She’d understand. Eventually.

“Vanessa, what’s going on?” she asked. I looked around me with one raised eyebrow. Surely what I was doing was obvious. Plus, my dad just tattled on me. But I played along.

“Well,” I said, “I was sewing that new dress pattern and the sewing machine stopped working. It wasn’t jammed. Everything seemed ok. It just wouldn’t run. So, I decided to see what was wrong with it.”

My mom looked helplessly around my lavender-colored room, taking in the white four-poster bed, the many bookshelves crammed with books of all shapes and sizes. She then looked at the slightly crooked shelves I’d made filled with electronics and mechanical gadgets, all in some form of disrepair.

“But, honey, you have so many other projects that you’re still working on. Why don’t you finish those up before you start a new one?”

I sighed. This was going to be one of *those* discussions. Responsibility. Finishing what you start. Blah, blah, blah.

“Mom, you know that I really just want to figure out what’s wrong with something. It’s not nearly as fun putting it back together. But I could if I wanted to. Put it back together, I mean”

“Well...” my mom started, doubt clearly clouding her face.

“I *can* put it back together.” I assured her. There was no response. “You know I can put it back together, right?” I prompted.

Looking back, if I'd been a bit wiser that day and a little less mouthy, I would have paid attention to the shrewd look that crossed my mother's face.

"Well," she said, "you start so many projects... that book you were so excited about... You've taken apart the mixer, your dad's old radio, the toaster oven, the blender..."

I stopped her before she could list more. "But I fixed the lamp and the VCR! I put those back together." I said, only mildly overheating.

"Well, yes," she said, "but I think that was because you wanted to use them."

"Besides, you know I just want to find out why things stop working." I said.

"Wouldn't it be nice to be able to use them again since you went to so much effort to troubleshoot the problem?" My mom countered.

"OK, I'll make a deal with you," my mom said. "In any normal situation like this, I'd either pay someone to fix whatever broke or I'd go out and buy a new one. I will gladly pay you to fix and put back together anything on those shelves that still works, *including* my sewing machine. Then, you could buy those new books you've wanted to get."

I was stunned. I could get **paid** to dismantle stuff? Well, and put it back together again. But, still. Really? Why had it never occurred to me to charge her for repairs? Shock held my tongue. But, not for long.

"I can get paid to do that?" I said aloud.

"Oh, yes!" My mother said. "People who like to do what you do become engineers or mechanics, or they work as repairmen. But I know you really want to be a writer."

"Maybe I can do both?" I ventured with a child's view of the possibilities.

"Love, you can do anything you put your mind to. **After** you finish fixing my sewing machine" my mom said, hugging me.

The adventure of a lifetime

I stretched as I drove down Hwy 80. “Almost there,” I thought, looking for the tell-tale landmarks that told me more than the odometer how much further I had to go. “Where is it...?”

After a few more miles, I began to smell it. “Ah, there it is,” I said to myself, unable to keep the smile from my face even as I reached to close the air vent against the sickening sweet smell that reminded me of a bad marriage between cabbage and sewage.

Finally, I saw it. A miniature city. The biggest industry in the area for well over 50 years. Bright lights hitting the metal exterior nearly blinded me. Steam rose like clouds.

Yet, even as I was nearly overcome with the sensory overload, my mind and body begging for reprieve from the 13-hour drive, I could feel my energy rebounding. I was close.

Twenty-minutes later, I turned left onto Cedar Ave. Home stretch. I passed the museum and the school. The Piggly Wiggly-turned-farmers market. The theater. The police station already closed for the night. I smiled remembering the Police Chief was always home in time for dinner.

At the corner of Cedar and Washington Street, I turned right. This was my ritual. I loved the feeling I got when I reached the corner and saw the house. I paused longer than necessary at the corner. There it was, sitting tall on its pier and beam foundation, surrounded by magnolia and persimmon trees. Though small in footprint, this pink house, a former bordello, had always looked so majestic to me. I marveled that it had been standing for nearly 100 years. The stories this house could tell.

I pulled into the gravel driveway at the side of the house and turned off the car. The energy I’d felt just a short time ago now turning to nerves. I knew that once I walked into that house, my life would change forever.

I sat there, knowing I should go in, but giving myself a few minutes.

So many people had encouraged me not to do this. I was 28, single, my career was taking off. I had just accepted a management position and was growing a brand-new team from scratch. “Why would you shackle yourself like this?” they asked.

Why didn’t they believe that I didn’t feel shackled? My gut told me this was the right thing to do. Just as my aunt and uncle couldn’t turn their backs on the 18-month old girl whose parents were losing the battle with drug and alcohol addiction. How could I turn my back on the same

child, now 3 years old, who, for half of her life, had been the subject of heated and heartbreaking court hearings?

I was here now, sitting in the driveway of my family's ancestral home, because the birth mother, after a nearly 2-year battle with her demons, decided her daughter deserved a better home. She gave up parental rights, officially placing this beautiful toddler up for adoption.

My aunt and uncle, her legal guardians, were approaching their 70s and, though they wanted to keep her, they knew they were in no position to raise a young child.

Although I had always planned to adopt, I had a different timeline and life plan mapped out. But once I heard of this child's situation, my heartstring felt as if Paul Bunyan was on the other end, pulling with all his might. How could I turn my back on her? It took a lot of deliberation, but I kept coming back to the same answer. Perhaps single-parent adoption in my 20s wasn't in my plans, but I felt confident it was in a bigger plan for my life.

Now I sat, readying myself to go inside. I looked behind me at the packages I brought with me. I hoped she liked them. As I stepped out of the car, I felt the nerves dissipate. Anticipation quickly took its place. I was so close.

I picked up the packages and made my way up the stairs to the porch. I knocked and waited eagerly for my first glimpse. I heard feet moving quickly to the front door. The door swung open.

Expecting an adult, I found my eyes moving from my eye level down to where a little person stood.

"Hi!" she said. "Are you my new mom? Did you bring my pink 'puter?!"

"Yes," I said aloud with a smile spreading across my face. Yes, I said to myself. This is right.

That day, I started on the biggest adventure of my life.

Opening India

I stepped off the plane and slowly made my way through the throngs towards baggage claim soaking up the sight of women and young girls in a rainbow of saris and the sounds of the many languages being spoken around me.

I stretched, the tension in my neck lingering over the past few months as I'd been in a global hiring frenzy. Four countries in all. India was my last destination. The cause of that tension infiltrated my thoughts once again, "Are there going to be layoffs in the U.S. once the new team is hired?" one of my team members had asked.

"I can't make any guarantees," I'd said, my heart sinking. "Management is doing the best they can to support our request for more people, so we can handle the growing regional demands. Adding new people is never easy, but it's even more challenging when they are so far away. But we each play a role in keeping our team as strong as we are now. My task is to find the best qualified people I can to fill a very challenging role. Your responsibility," I said, looking them each in the eye, "will be to help me train them so they are successful. No matter what **could** happen, we need to operate as a team."

As I grabbed my bags and went in search of the company driver, I hoped now that my words were enough and that I could deliver on my commitment to hire the best.

The following day, as I headed to our newly opened office, I again reflected on the work ahead of me. I could feel the weight of responsibility settle heavily on my shoulders.

Finding highly qualified candidates wasn't the issue. This was India, after all, with a highly-educated workforce who had solid command of the English language. More challenging, however, was finding candidates with electrical, electronics, or computer engineering degrees, perhaps even people currently working as applications or design engineers, to entertain a career in technical writing. But I knew expectations were high as India would house my 2nd largest team, outside the U.S. Many eyes were on me to make this successful. India was going to be my proving ground as a young manager. No pressure.

I had several interviews already scheduled for this first week with more CVs coming in daily. Of the current batch, only 3 met the criteria, at least on paper. The first hire would be critical. Once I had that person identified, their skills would help the recruiters filter stronger applicants and help sway more engineers towards a technical writing career.

At the beginning of the 2nd week, I found her. Dimple. One of the best candidates I could have asked for, in any country. As I suspected, once she had accepted a position, finding more qualified candidates was a domino effect. Though I didn't hire anyone else while I was in India those two weeks, I was able to grow the team quickly after I returned home.

I will be forever grateful for that business trip to "open up" the technical writing department in India. I grew as a leader, met amazing people (many of whom I'm still friends with), helped guide highly skilled engineers into a career path they hadn't considered, and I fell in love with an amazing country which I've visited many times since.

Working with Vanessa

I've included my basic process to help you understand how I work. If you have additional questions, please don't hesitate to ask.

Contacting Vanessa

As we work together, it is important that we have fast and easy communication.

The best way to reach me is through email at vanessa@standoutcopywriting.com, but you can also reach me by phone at +1 512.892.5726.

I am available Monday–Friday, 8:00 AM–10:00 AM and 12:00 PM–3:00 PM CST.

Discussing the project and questionnaire

Once we agree to work together, I will send you a discovery questionnaire or creative brief to complete. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the questionnaire or creative brief through Google Docs (or a Microsoft Word file, if you'd prefer). Please return it to me as quickly as possible — for most clients that is between 1 and 3 business days.

After I receive the completed questionnaire, I will review your answers, plus conduct additional initial research, if needed. I will then outline a short project roadmap. This will save time in the long run and help ensure that I fully understand the project. It will also be the basis for our launch call.

3-10 days after I receive the discovery answers, we will schedule a 20-minute launch call. During this call, we will discuss the project roadmap, questions, and additional directions or insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

Investment and getting started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment.

(Note: I require 50% of the project total to begin.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident that I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and be involved at just about every step of the way.

Which are you?

We will discuss this in our initial call, but feel free to send me an email and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc.).

One other point: I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I STRONGLY encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real

time. It can be shared with various team members and the working document is always the current document — no need to worry about sending wrong files or things getting lost.

Review of first drafts

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft and/or third draft, as needed.

Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature in Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

Additional reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

Final approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

Follow-up consultation and transition to new projects

Once the project is done, I provide a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the creative brief or discovery questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

Services and investment

Notes:

- The following are estimates only. The final investment will be based on the size and complexity of the project and the amount of research required.
- While this chart provides a detailed list, please ask if a service you need is not listed. I may still be able to help you.

I specialize in the following services:

Service	Description	Estimated investment
Sales funnels	Great sales funnels get you the most value out of every customer. Includes mapping and creation.	\$1,500-\$8,500+ based on complexity
Email sales letters (short copy)	Grow sales with special promotions, invitations, etc. Typically, 100-500 words.	\$250-\$2,000
Email sales letters (long copy)	Grow sales with special promotions, invitations, etc. Typically, 500-2,000 words.	\$750-\$3,500
Email autoresponder (series)	Deepen customer relationships and/or drive follow-up purchases.	\$100-\$1,000/email
Video sales letters (VSL)	Long-form online sales video; typically, 20-45 minutes long.	\$5,000+ based on length/VSL
Video script	1-5 minute “explainer” demo, how-to, case study, testimonial, or short VSL.	\$1,000+
Website — opt-in page	A short-copy “squeeze” or lead gen page that can bring in massive leads and sales.	\$500-\$1,500
Website — landing and thank you pages	A tightly-focused web page designed to sell a product or service, capture information, or upsell after opt-in.	\$950-\$3,000
Press/media kits	Tell your story and generate interest in your business with press releases, product specs, case studies, client testimonials, company and team profiles, hi-res images, FAQs, and event announcements.	\$2,000-\$7,500

I also provide the following:

Service	Description	Estimated investment
Case study	Problem-solution-outcome stories featuring your product or service.	\$1,200-\$2,000
White paper	In-depth report on a specific topic that presents a problem and provides the benefits and rationale for your solution.	\$2,000-\$7,500
Online sales page (single promotion)	Generate sales with a full sales promotion online; can be dozens of pages long.	\$5,000-\$8,500+ (plus royalties)
Site content audit and report	Boost search rankings and conversions by finding gaps, opportunities.	\$1,500-\$3,000
Website — home page	Set the stage for a great site experience that prompts conversions. Strong focus on SEO and sales conversion.	\$1,500-\$3,500
Website — category page updates	Rewrite the main web pages, such as About, Services, Subscribe. Strong focus on SEO and sales conversion.	\$750-\$1,250/page
Special report/eBook	Attract email sign-ups/new leads with valuable, downloadable reports or electronic guides.	\$2,000-\$7,500
Blog post	Single, topic-specific blog posts, written for readers and SEO.	\$200-\$1,000/post
Article	Bring in SEO traffic with helpful content. Typically, 1,200-2,000 words.	\$250-\$1,000
FAQs	Answer common questions asked by customers (great for SEO).	\$500-\$1,000
E-newsletter/e-zine	Maintain customer loyalty with regular issues filled with tips and offers.	\$250-\$1,500
Collateral audit	Review company materials (all channels) to drive consistent results.	\$100-\$200/hour
Copy critique (includes copyediting, proofreading)	Strengthen results with a professional review and recommendations.	\$400-\$1,200
Marketing strategy, planning, consulting	Improve outcomes with a fresh look at your marketing approach.	\$100-\$200/hour

Writing samples

Case study

ABRACADABRA! ... Shazam!! ... Open sesame?

Demystify networking to grow sales

A simple 5-step method increases this mid-sized company's sales staff effectiveness by "giant leaps and bounds"

The hardest part of the sales cycle isn't making the deal, it's finding new prospects. Cold calling leaves you... well, cold. And, although you use networking extensively to find new prospects, it's been hit-or-miss. Sometimes, in frustration, you wonder if you need a magic wand to get your foot in the door of your next big client.

This was the dilemma facing Janice Bell, CEO of Kinnear Office Furnishings, a commercial interior design company. With a staff of highly motivated sales experts, getting in front of people shouldn't have been an issue. But Janice found that it takes more than having a high-value "product". Her sales force needed to be able to quickly convey why a new prospect needed new office furnishings or interior space design help. Something Janice said was, "frankly, difficult to sell."

This is where *Networking for Sales Results* comes in.

Designed by Smith Training & Consulting, *Networking for Sales Results* is a 5-step method that teaches sales teams how to network effectively.

Janice and her team really appreciated how straightforward the program was, "...there's no fluff or theory. Right from the first module, there were tips and tactics that our sales team could implement right away." But the biggest benefit has been the series of 20-minute training modules and 6 months of one-to-one coaching. The sales team can access the training anytime, anywhere and apply what they learn immediately. And, if they have questions, they can ask.

For Kinnear Office Furnishings, CEO Janice Bell says, it's safe to say that her sales team is making 20-30% more new contacts each week as a direct result of the *Networking for Sales Results* training. Janice says, "Without a doubt, it's a very effective program, especially for sales teams like ours that rely on networking to build sales. I'd highly recommend it! We're getting our foot in the doors of a lot more prospects than we did before."

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Advertisement

Discover 3 Proven Methods to Get a Meet & Greet with C-Suite Decision Makers

Sales teams who sell a “product” with a high price tag, face many challenges. Perhaps the most frustrating is meeting with people who can’t make a buying decision at your price point.

If you have been trying, unsuccessfully, to teach your sales team how to get a meeting in the C-suite, check out our white paper, ***3 Field-tested Strategies for Getting Meetings with CEOs.***

Learn in just 9 short pages what IBM and NCR sales superstars already know.

[Click here](#) to download the white paper. (We even give you 2 model emails (FREE!), proven to grab the attention of busy CEOs.)

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Article

Ashley Kamrath, Servant Leader and OSD's Public Affairs Officer

The spirit of service is part of Ashley Kamrath's DNA. Generations of her family have served in the armed forces and a particularly strong influence in her life came from someone she'd never even met – her grandfather. Her mother's father, Lt. Larry D. Vose, was killed in a military jet crash in 1959, when her mother was only 2 years old. Though she'd never met the man, what lingered in Ashley's psyche was a deep respect and appreciation for his sacrifice, and the sacrifice of men and women like her grandfather who are willing to give their lives for our country.

Ashley knew that she, too, had received the call to serve, but her calling, her passion, took a slightly different path than her ancestors.

On September 11, 2001, when the World Trade Center and the Pentagon were attacked, Ashley was attending Texas State University. Two of her friends immediately deployed and Ashley found herself feeling bad, maybe a little guilty, that she was still in school while her friends and others her age were risking their lives for our country. She knew she had to do something. But what? "I was young and broke. I didn't know what to do. So, I did the only thing I could. I wrote letters to my friends every day of their deployment." Later, these friends expressed how much they appreciated those letters and that connection to home.

Several years later, Ashley met Congressional Medal of Honor recipient, Lt. Michael Thornton, one of the original Navy SEALs. Over the years, as their friendship and professional relationship grew, she was exposed to additional ways in which she could serve those who serve us.

Through years of volunteering with military-related organizations, Ashley's network began to grow as did her awareness of the magnitude of the need for support for active-duty military personnel and veterans. "I realized that there was so much need out there that was not being met. I was determined to do something to help." Ashley is especially concerned with the suicide rate for veterans, which is 22% higher than non-veteran U.S. citizens according to the U.S. Department of Veterans Affairs (VA). She said, "It's our duty to care for them when they get back home. Most scars are unseen."

To help raise public awareness and give voice to the men and women who serve our country, Ashley turned to documentaries. In 2013, she won an Emmy Award for hosting the "Remembrance Rescue Project" documentary featuring Chicago Firefighters touring the country educating children, many of whom were born after 2001, on the significance of 9/11. In 2016,

she won an Emmy Award for a documentary she produced entitled "Blood & Steel", while embedded with the her "adopted" 3rd Cavalry Regiment (Fort Hood, Texas) at the Fort Irwin National Training Center in California.

Today, Ashley travels extensively across the U.S. in support of the military organizations she serves:

- She's on the board of directors for [Wish 4 Our Heroes](#).
- She's part of the military advisory board for [The Comfort Crew for Military Kids](#).
- She is responsible for PR for [Honor Flight Austin](#).
- She's on the military advisory committee for the [USO in Fort Hood](#).
- She's the public affairs officer for OSD.

In addition, she hosts a TV show, "On the Job with Ashley Kamrath" on ATXN in Austin and she emcees and hosts events, galas, and golf tournaments. Her weekly radio show, "The Real Heroes," about military men & women who have extraordinary accomplishments is currently on hiatus. Keep your eyes and ears open for it on 104.9 "The Horn".

Despite all these accomplishments and the many hours of selfless service she gives to our troops, what may strike you the most about Ashley is her humility.

Her service truly is making an impact. OSD CEO & Executive Director Glenn Banton said, "It's an honor and a pleasure to serve our veteran and military community with Ashley on the OSD team. Her compassion for our military and humility place her as an example and inspiration to all. There is never a doubt as to if she'll be impactful, it's a matter of when and how much impact."

Ashley is a self-described "simple person" and "tomboy" who fishes, hunts, and might be found sitting at a campfire drinking beer, playing guitar, and singing country music (she loves Country greats such as Merle Haggard, Waylon Jennings, and Tammy Wynette and often still listens to them on old vinyl records).

A sports enthusiast, she enjoys baseball and is gaining an appreciation for rugby, but she is "**obsessed** with football". She loves how much "their passion, teamwork, and camaraderie remind her of the military".

She is also a big fan of Tony Robbins because "He is focused on contribution and making a difference. This is how I try to live my life as well." I'm sure the military personnel (active duty and veterans) whose lives she has touched would agree that Ashley is making a difference.

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