

How to move your clients from **PROSPECTIVE to PAYING**

I'm Ash, a Brisbane-based copywriter who supports local businesses look more professional and grow their income. However, excellent copy isn't about me. It's about you!

As a copywriter, I jump into your world and absorb all the good stuff about what you do. Every piece I write is a little love affair. For a day, I've stepped out of my dreams and into yours. I've seen your vision. I've heard your story. I've felt your intentions.

This results in sales messaging that feels completely on brand and does what it's supposed to: sells your products, books 1:1 clients, fills up events, and grows your influence online.

HOW CAN I HELP?

PROBLEM: "I'm setting up a new brand and I want to rank higher than my competitors in Google."

SOLUTION: If you're just starting out or doing a complete brand overhaul, I can help you write SEO-friendly website copy and create a series of articles that will help you win over new customers.

PROBLEM: "I'm an existing business owner who wants to hire a regular writer to gain new clients, but I don't want to pay for in-house fees."

SOLUTION: If you've been contemplating hiring an in-house writer but you'd prefer to budget for someone working remotely, you're in the right place. I come alongside teams of professionals just like you to create attention-grabbing action-oriented content to help you achieve those big, scary sales goals.

WEBSITE COPYWRITING

Humans are pretty simple creatures. We don't like spending our money unless we're sure it's going to a place that will benefit us. We buy from people who we trust.

So how do you get people to trust you, short of inviting them over for tea and rattling off a list of all the good things you've ever done?

It's simple: tell them your story in an engaging, enjoyable way. Invest into professional copywriting to transform your website from static cobwebby brochure to compelling sales experience. You'll score more traffic from Google because your copy is SEO-friendly, and more of these visitors will be converted to paying clients.

In order to write about what you do and successfully convince other people to buy from you, I need to get to know you and your product. Here at the By Ashleigh studio, you'll find two options for website copywriting.

THE STANDARD PACKAGE

The Standard Package involves you sitting down to type answers to questions in a creative brief document. Don't stress, though—dot points are totally fine, and the questions aren't complicated. I'll just be asking you about why you do what you do, who you serve, how you serve them, and why they should trust you.

Five hundred words measures roughly to enough text for a full about or sales page, but each business is different and may choose to have smaller blurbs or deeper paragraphs. This depends on your goals, your brand, and your product. If you're questioning what you should order, book a call with me where we can go over your vision and desired outcomes.

500 words (roughly one page)	\$400
1000 words	\$750
1500 words	\$1050
2000 words	\$1300

THE PREMIUM PACKAGE

The Premium Package is a little more personal. Together we sit down (in person or on a video call) for an in depth interview with space to wander. Instead of answering questions in a Word document, I'd ask you questions directly and form the interview around your answers. This option gives us deeper, richer copy and may be slightly more personalised given that I've had the opportunity to speak with you one on one. You can choose The Premium Package for as many people within your team as you like, and the results will feel more like a feature magazine write up than your typical 'about' page.

500 words (roughly one page)	\$500
1000 words	\$950
1500 words	\$1350
2000 words	\$1700

COPY PROOFREADING

Have you already written up some pretty damn good website copy? If you're the self-sufficient kind and you just want a professional polish, opt for website copy proofreading to get it all up to scratch for publishing. Proofreading includes spelling, grammar, and style consistency checks. It's also available for copy written for social media, advertising, blog post, and event invitations.

500 words (roughly one page)	\$250
1000 words	\$450
1500 words	\$650
2000 words	\$800

FOR THE BUSINESS OWNER WHO WANTS THEIR BRAND ON PEOPLE'S MINDS: SEO-FRIENDLY BLOG ARTICLES

If you and your best friend never talked to each other, would your friendship be so strong? Would you know what they're up to? Would they know your dog just turned 2 and is cuter than ever? Nope!

It's the same with your prospective clients. If you want people in your target demographic to know you and care about what you do, you need to chat to them about it. Regularly. Just like any other relationship, it takes time and consistency to strengthen those bonds and nurture long lasting loyalty.

Great blog content that offers genuine value to your people = raving fans who will spread the word about your incredible work wide and far through their own social circles.

	Single Order	Recurring Order	With EDM Design
One article	\$350	\$300 (save \$50)	\$600 (save \$50)
Two articles	\$650	\$500 (save \$150)	\$1000 (save \$150)
Three articles	\$950	\$700 (save \$250)	\$1400 (save \$250)
Four articles	\$1200	\$900 (save \$300)	\$1800 (save \$300)

CHOOSE WHAT YOU NEED

	Single Order	Recurring Order
2 x Social Media Teaser Captions	\$75	\$50 (save \$25)
Newsletter Teaser Message	\$60	\$40 (save \$20)
Captions + Newsletter Bundle	\$115	\$75 (save \$40)

FOR THE BUSINESS OWNER WHO IS SICK OF WRITING FORCED INSTAGRAM CAPTIONS EVERY DAY: SOCIAL MEDIA CAPTION BUNDLES

How would your days feel if you knew your social media captions were in the hands of a professional?

I've been a writer for a few years now, and the gripe I hear most consistently from small business owners is how social media feels like so much pressure, every single day.

Every. Single. Day.

Social media has a funny way of sucking us into a bit of a downward spiral. Once your content starts feeling stale and lifeless, it becomes less fun and more forced. People aren't as interested as they used to be, and the less interested they become, the more posting feels like a chore.

Let's turn that around. Social media is worth investing into for its potential to fuel your business with raving and passionate new clients.

I write strong social media captions that direct your followers to taking action. It's time for you to sit back, relax, and just let me know what action you want your followers to take. Do you want them to book in? Spread the word to their friends? Download a freebie? Easy.

	Single Order	Recurring Order
10 x captions	\$400	\$300
20 x captions	\$750	\$575
30 x captions	\$1000	\$800

LET'S GET STARTED.

Book in a call over at www.byashleigh.com so we can chat about how to achieve your sales goals.