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Hello! You likely requested this packet because you need a copywriter. I specialize in the health and wellness industry. This includes eco-friendly and green products, home- and body detox, and spiritual & personal growth. I also Americanize copy written by non-native Americans.

I wish we could discuss your copy needs across the table with a cup of coffee. But since I can't do that with everyone who's interested in my services, a quick Q&A session is second best. Below are questions I get asked most often. If you have a new one for me, just email ([info@HolisticWorldCopy.com](mailto:info@HolisticWorldCopy.com)) or call me (408 688 6629).

### **“WHAT ARE YOUR QUALIFICATIONS AS A COPYWRITER?”**

I've written for several small business clients in Silicon Valley and for clients outside of California. My clients include a medical wellness clinic, a chiropractor, a homeopathic doctor, a health supplement marketer, a tour planner, a plumber, real estate agents, and the founder of a medical device company, among others. They all have been more than pleased with my copy.

In addition to web copy, I managed, wrote sections of, and edited a **medical device startup company's SBIR** (Small Business Innovation Research) grant proposal to the NIH (National Institutes of Health). The device is an electrode-less cardio-respiratory monitor. It monitors the heart- and breathing rate of premature infants.

My writing ability is enhanced by a **technical background** in materials science and engineering. But that isn't all. I also have a master's degree in environmental studies. (For my master's thesis, I assessed the state of technology of alternative fuels for the automobile, as well as their social costs. Electric power, fuel cells, natural gas, and petroleum were analyzed.)

I'm thorough and detail-oriented. It's a must-have for writing compelling copy that will exceed your expectations.

I've also done plenty of editing. I've edited papers by foreign scientists seeking to publish in American scientific journals. (Some papers were quite a challenge to edit!) Currently, I'm beta-reading a book about removing lead from our environment. The author is a PhD in materials science and engineering.

I'm an author of two books. You can find them on Amazon. My first is a memoir about my spiritual awakening process. My second book shows you how to connect with your higher self, develop your intuition, and fast-track your spiritual growth. (Which can be a challenge to live through!) Plus, I've written over 150 articles and blog posts on spiritual awakening.

Not only am I a copywriter, I'm also a marketer. From my website alone, I sold over 500 copies of my "how-to" PDF eBook. (This was before I turned it into an Amazon Kindle and paperback.)

Plus, the first time I submitted a blog post to the editors at **ConsciousLifeNews.com** (an alternative health, spiritual and natural news magazine) it became the #1 read post that day. The editors responded by giving me posting access. I could post any of my original articles on their site.

Through AWAI (American Writers and Artists Inc.), I've completed highly specialized copywriting courses. This includes the *Accelerated Copywriting Program*. Bob Bly calls this professional-grade level course, "The best training in direct-response copywriting." And I'm always learning new things. Being a lifelong learner, I enjoy expanding my education and experiences.

**"DO YOU HAVE A DIRECT RESPONSE AND COPYWRITING BACKGROUND?"**

I've written web copy for several small business clients. I've also completed courses by AWAI (American Writers and Artists Institute). AWAI is the industry leader in training copywriters. Copywriter Bob Bly calls the *Accelerated Copywriting Program*, "**The best training in direct-response copywriting.**"

I've also written copy for Stratus Devices (a medical device startup). In this information kit, you'll find a few sample pieces I've written.

Most importantly to you, I'm an AWAI-trained direct response copywriter. My skills, passion, know-how and **knack for detail** are put into every piece of copy I write.

And, after writing hundreds of articles and a few websites and sales letters, I've learned how to take every day experiences and transform them into **compelling copy ...** copy that motivates customers and prospects to take the action you want them to take.

**"DO YOU HAVE EXPERIENCE IN MY FIELD?"**

Among others, I've written for the following industries: medical and chiropractic, spiritual and personal growth, health supplement, medical device, materials science, environmental and green products, and others.

Included in this information packet are a few writing samples. Do they seem like the right fit? If not, give me a call and we can discuss your specific needs. Either way, I only work with organizations and businesses I can write passionately about. You'll be getting my very best.

**"WHAT KINDS OF ASSIGNMENTS DO YOU HANDLE?"**

I cover *almost* a full spectrum. I write direct response copy such as sales letters, email campaigns, fundraising letters, and website copy. I can also create a wide assortment of marketing materials, including press releases (I've written over 25), ads, feature articles, newsletters, web pages, and other Internet-based campaigns.

I have an **ability to weave compelling stories into my copy.** (Writing two books of my own, on emotional and spiritual topics, helped me hone this skill.) An emotional writing style charges people up and produces excellent results.

What's more, I'm able to grasp complex marketing problems and understand complex products and solutions *quickly*. Clients appreciate the fact that I have a good balance between technical knowledge and marketing skills. Plus, I can quickly get up to speed and speak their language.

I can't predict results with the direct response pieces I write for you. But I can — and do — guarantee your satisfaction with the copy you receive from me.

**“SPEAKING OF MONEY. WHAT DOES IT COST TO HIRE YOU FOR A PROJECT?”**

For any copywriting project — a direct response package, sales letter, ad, brochure, or web page — just let me know what you have in mind. I promise the price will be more than fair.

Before I begin any project — or quote a fee — I spend time with you first. It's important to get to know your needs. How does the project fit into your overall goal and mission? How will my services give you maximum results? My purpose is to help you accelerate your profits. I can only do that if I'm well informed about your project.

When we do discuss price, you'll know exactly what you're getting. You'll also be confident knowing that I understand the project and what needs to happen to create success.

**“WHO ARE YOUR CLIENTS...AND WHAT DO THEY SAY ABOUT YOUR COPY SERVICES?”**

My list of clients includes these small businesses:

- Stratus Devices (a startup medical device company).
- AVA Wellness MD (a medical clinic).
- South Bay Chiropractic.
- Rudy Realtors.
- Kay Plumbing Services.
- Buck's Roofing.
- Denver Holistic Health (a health, wellness and supplement site).
- Go 'n Groove Girlfriend Getaways.
- Denver's Limos.
- SFD Trading Inc. (a diamond importer and wholesaler).
- Diamond Source (a diamond retailer).
- American Journal Experts (editing of scientific papers written by non-natives for publication in American journals).
- And others ...

I've worked with clients in California as well as other states. And I'm currently accepting new clients, corporate and small business.

**Here are four testimonials from happy clients:**

**“Highly valuable to the team ...”**

“Christine Hoeflich was instrumental in preparing Stratus Devices' SBIR proposal for a non-contact pediatric vitals sign monitor. As we were a startup and this was directed to the NIH we had a lot of ground to cover in a short time. She was very effective at research and understanding what we had to submit. She organized the overall project and wrote the final

draft of most of the proposal. This was a highly technical submission and her organization, writing skills and technical background were highly valuable to the team. I would have no problem recommending Christine for a copywriting project involving health, materials, energy or eco/green products."—**Chuck Kring, Ph.D. Electrical Engr., Stratus Devices**

**“Got our clinic the first page results we needed ...”**

“Our clinic had hired a marketing agency for SEO work, to help us rank for our relevant keywords. A few months later they said they could not deliver first page Google results because our keywords were “too competitive.” Christine promised, and then delivered, first page results for several keywords. Christine is a creative, methodical and diligent writer and marketing consultant and gives her all to maximize results for clients.”—**Amir Hadid MD, AVA Wellness MD offices, AVAMDWELLNESS.COM, San Jose, CA**

**“Her work ethics and knowledge are second to none ...”**

“Working with Christine on my project has been a great experience. First, she took the time to understand what the project needed. (Overhauling a website.) Second, my marketing knowledge is very limited. Having Christine on my side was incredibly simple as her work ethics and knowledge are second to none. Third, I’ll be working with Christine on a regular basis as the result since having her on board has been steady growth. Christine, thanks for all you have completed so far and we look forward to working with you in the future.”—**Karl Morgan, DenverHolisticHealth.com**

**“Prompt, helpful and supportive ...”**

“I found Christine when I posted in the Cornell Yahoo group looking for help with my web site. It was a pleasure to work with her. She was prompt, helpful and supportive. Christine did an excellent job with the redesign of my site. In addition, she helped me with updating my copy and with SEO,” reports **Karen Ansbro Leone, of Go ‘n Groove Girlfriend Getaways, GoandGroove.com**. “All in all, I would highly recommend Christine.”

**“Much more than an editor, she was a teacher ...”**

“It is indeed a pleasure to note Christine's many skillful contributions and innovative ideas assisting me with my new novel. She was much more than an editor to me, she was a teacher who explained the reasoning behind any suggested changes. I am also grateful to her for correcting my grammar; in this department she was a Godsend.” **Don Lind, MSW**, author of *Empty and Waiting: A Drama in Three Acts* (Samuel French: New York, 1962).

**“HOW LONG WILL IT TAKE YOU TO WRITE MY COPY?”**

Until I know the parameters of your project and your specific needs, I’ve no way of knowing how long a project will take. However, I’ll factor enough time to thoroughly research, polish, edit, and revise until I’m happy with every word.

I realize that sometimes you need projects fast. So, if the job is a rush, please let me know. If I can make it work with my schedule, I will. Otherwise, I’m happy to recommend another AWAI-trained copywriter to handle the project for you.

If I take on the job, I guarantee you'll have the copy on your desk by the deadline date – or sooner. No matter what the deadline, the copy I submit to you will be right.

***You can depend on it.***

**“WHAT HAPPENS IF WE WANT YOU TO REVISE THE COPY?”**

Just tell me what you want improved and what the changes are, and I'll make them ... fast. There is NO CHARGE for rewriting. Revisions are included in the flat fee we've agreed to for the assignment. (Provided they're assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after the copy has been submitted.)

Most clients are pleased and enthusiastic about my copy when they receive it. But if you are not 100% satisfied, I'll revise the copy according to your specific guidelines ... and at my expense.

**“HOW DO I ORDER FROM YOU?”**

Putting me to work for you is easy. Email me at my address ([info@HolisticWorldCopy.com](mailto:info@HolisticWorldCopy.com)) and tell me about your client base and your product or service. Send me your brochure, catalog, product, or any other literature which will give me the background info I need to write your copy. If I have any questions, I'll pick up the phone or email you and ask.

When you give me the go-ahead, I'll write the assignment for you. You will receive your copy on or before the deadline date. Remember: it's guaranteed to please you.

My clients have found my copy ideal for promoting business and increasing their direct response results. So... why not try my service for your next sales letter, email campaign, website, landing page, or brochure?

***I promise you'll be delighted with the results.***

Sincerely,

A handwritten signature in blue ink that reads "John Buehl". The signature is fluid and cursive, with a large initial "J" and "B".

Christine Hoeflich

HolisticWorldCopy.com

P.S. If you have an immediate need contact me today via email ([info@HolisticWorldCopy.com](mailto:info@HolisticWorldCopy.com)) or phone (408 688 6629). Give me a brief description of the project and I'll get back to you within one business day, or sooner. There is no charge to discuss your job with you and give you a cost estimate. And no obligation to buy.

## Getting to Know Christine Hoeflich

Christine is the mother of two amazing daughters, ages 21 and 24. Both currently live in Southern California. One is studying chemical engineering and playing soccer at USC. The other works as a bartender while training to be a personal trainer. Both were born at home in Los Gatos, California—which made their home very special.

Christine was born in a hospital in Bilgoraj, a small city in eastern Poland near the Ukrainian border. Her family immigrated to the U.S. when she was three, settling in Buffalo, New York. By the time she was seven, and as the eldest of six, she was translating from English to Polish. And from Polish to English. She learned quickly to be responsible; her parents depended on it. Trustworthiness and integrity are at the core of her being ever since.

We're sharing these things with you so you understand a bit about who she is. (These things matter when you work together.)

Christine did not know what she was going to do with her life back then. In high school she excelled in math and science—so she chose an engineering path. She graduated with a B.S. in materials science and engineering from Cornell University. Not long afterward, she learned that her life contribution would expand outside technical boundaries.

A few years after college, after working as a process engineer for an electronics company on Long Island, she moved to Munich, Germany. One reason for the move was to continue a relationship with a student from Germany. (He would later become her husband.) The other reason was for the life experience. And the adventure.

After a two-month German language course at the Goethe Institute, she accepted a position in the Experimental Physics Department at Ludwig-Maximilians-Universität in Munich. She put together a materials characterization lab. She also supported a professor and his team of graduate students who were researching ceramic superconductors. (This was a hot topic in 1988.) It was an exciting time. She was thrilled to be part of the university staff.

Interestingly, most of her previous co-workers had discouraged her from this path. “You won't get a job without having a German work permit first,” they said. “They'll make you return to the U.S.” But the still, small voice within told her to go for it. She's glad she did.

Living and traveling in Europe, she learned about the importance of taking care of the environment. Europeans, especially Germans, can be decades ahead in that arena. A few years later, after working at the Philips Research and Development Center in Sunnyvale, California, she enrolled in a master's level environmental studies program at San Jose State University. Her first child was almost a year old when Christine defended her thesis: [\*An economic analysis and technology assessment of alternative fuels for the automobile.\*](#)

Being brought up in an immigrant family and living abroad has its advantages. Christine learned to understand people from other cultures. She learned to appreciate different cultures and ways of thinking. She became open to examining her assumptions and beliefs. And she learned to connect with people more deeply.

Years later, she was encouraged to write a book—which she titled, [What Everyone Believed: a memoir of intuition and awakening](#). This book details her experiences and profound spiritual awakening. It helps readers connect with their higher self and live from a deeper, more powerful place. (The Kindle version is titled, [Reconnected: A spiritual awakening memoir](#).)

A second book, [The Spiritual Awakening Process: coming out of the darkness and into the light](#) is a how-to book. It helps readers connect with their higher self, develop their intuition and discover their higher purpose. Step-by-step. The result? A life filled with greater satisfaction, appreciation, magic and meaning.

Well, here's a story that illustrates some of this magic. About eight years ago, Christine was hiking in the Los Gatos foothills when all of a sudden, she had an intuitive hunch to call an acquaintance. She wanted to confirm he could count on her for a project.

From personal experience, she knew the importance of following through with your intuition ASAP. But, she didn't have his number in her contacts.

Sifting through her memory, she remembered calling him a few weeks before. (She had been interviewed on his radio show at Stanford University. They talked a couple times.) So, she searched through the call history and called the first "650" area code number she came across.

An unfamiliar voice answered, "This is KZSU and you're the winner. Can you hold?"

"Yes, I'll hold," she said, realizing she called the radio station, not his personal number. She wondered, will the current host find out she wasn't actually listening to his show? Does it matter?

Turns out, she won a pair of tickets to the Monterey Jazz Festival! Although she was confident in her intuition by then, this event strengthened it even more.

Christine knows the Universe / God speaks to us in mysterious ways. She knows that sometimes, the "windows of opportunity" in life are short. Sometimes you just have to jump on them. (Like she jumped on that phone call that day.) And she knows that her intuition helps her in all sorts of ways, with all sorts of projects ... her own, and her clients'.

Over the years, Christine has written articles, blogged and even tweeted on the topics of intuition, inner power and spirituality. About 9 months after setting up her Twitter account, she was recognized by Mashable.com in their article, "[Nonfiction Tweets: 70+ Authors to Follow on Twitter](#)." Her name is listed in the Creative Nonfiction category.

She was recognized by CreativeClass.com (online college degrees) in their article, "[100 Amazingly Insightful People You Can Learn From on Twitter](#)." She was listed in the "Words of Wisdom and Inspiration" category, next to Oprah and Deepak Chopra.

Also, Twitaholic.com recognized her in their article, "[Top 100 Twitterholics Based on Followers in the SF Bay Area](#)."

Furthermore, the first time Christine submitted an article to the editors at ConsciousLifeNews.com (an alternative health, spiritual and natural news magazine) it became the #1 read article that day. After that, the editors gave her access to post any of her original articles on the site, any time.

It's been an amazing experience. She's learned a great deal about life from this deeper level. And she's gotten answers that make more sense to her than the conventional wisdom all around us. This "skill" has positively affected her writing abilities, too.

Christine is a direct response- and web copywriter and a fast learner. She's here to help you. If you get to be friends and/or work together, maybe she'll share some of her articles and insights with you ....

## **What Others Say About Christine Hoeflich**

President of a medical device startup company:

"Christine was instrumental in preparing Stratus Devices' SBIR proposal for a non-contact pediatric vitals sign monitor. As we were a startup and this was directed to the NIH we had a lot of ground to cover in a short time. She was very effective at research and understanding what we had to submit, she organized the overall project and wrote the final draft of most of the proposal. This was a highly technical submission and her organization, writing skills and technical background were highly valuable to the team. I have no problem recommending Christine for a copywriting project involving health, materials, energy, or eco/green products."—**Chuck Kring, Ph.D. Electrical Engr., Founder, Stratus Devices**

Physician at a medical clinic:

"Our clinic had hired a marketing agency for SEO work, to help us rank for our relevant keywords. A few months later they said they could not deliver first page Google results because our keywords were "too competitive." Christine promised, and then delivered, first page results for several keywords. Christine is a creative, methodical and diligent writer and marketing consultant and gives her all to maximize results for clients."—**Amir Hadid MD, AVA Wellness MD offices, AVAMDWellness.com, San Jose, CA**

Founder of an online holistic health website and blog:

"Working with Christine on my project has been a great experience. First, she took the time to understand what the project needed (overhauling a website). Second, my knowledge of how to market is very limited and having Christine on my side was incredibly simple as her work ethics and knowledge were second to none. Third, I will be getting with Christine on a regular basis as the result since having her on board has been a steady growth. Christine, thanks for all you have completed so far and we look forward to working with you in the future."—**Karl Morgan, DenverHolisticHealth.com**

Founder of a girlfriend getaways tour company:

“I found Christine when I posted in the Cornell Yahoo group looking for help with my web site. It was a pleasure to work with her. She was prompt, helpful and supportive. Christine did an excellent job with the redesign of my site. In addition, she helped me with updating my copy and with SEO,” reports Karen Ansbro Leone, of **Go ‘n Groove Girlfriend Getaways, GoandGroove.com**. “All in all, I would highly recommend Christine.”

Retired Santa Cruz County Social Work Supervisor and author:

“It is indeed a pleasure to note Christine's many skillful contributions and innovative ideas assisting me on my new novel, *Searching for True Love*. She was much more than an editor to me, she was a teacher who explained the reasoning behind any suggested changes. I am also grateful to her for correcting my grammar; in this department she was a Godsend.”—**Don Lind, MSW**, author of the screenplay *Empty and Waiting: A Drama in Three Acts* (Samuel French: New York, 1962).

Board Member of Environmental Council of Santa Cruz County, from a short internship during Christine’s environmental studies graduate work:

“Christine Hoeflich completed the needed research and writing for critical parts of the Committee on Reducing Energy’s (CORE) Energy Information Packet. She also attended meetings with County officials and other CORE members to promote energy efficiency in County buildings, researching information and products. She compiled local energy retrofit “success stories” (for both public and private sectors) as well as critically analyzed those that were not successful.

We have found Christine’s work to be consistently excellent. She exhibited a careful and systematic approach to the completion of the agreed upon work. Her consistent work has enabled the CORE program to progress so that CORE members and future staff can begin their information dissemination to other public jurisdictions in our region.

We appreciated working with her on the program. We would welcome her future participation enthusiastically, if she chooses to continue working on current activities of the CORE/Adopt-A-Business as her future schedule permits.”—**Ian Thiermann, Board Member, Environmental Council of Santa Cruz County**

Retired Senior Scientist from Philips Research and Development Center, from Christine’s former life in corporate:

“Christine Hoeflich worked at the Philips Research and Development Center (PRDC) as a research engineer. She was a member of the Materials Science Group and reported to me. Our group’s responsibilities included x-ray diffraction of thin films, x-ray transmission analysis of crystalline and amorphous materials, acoustic wave analysis of interfacial features of packed ICs, SEM and optical microscopy as well as sample preparation for TEM analysis. Overall, our group was responsible for analytical evaluation of structural and chemical characteristics as they’re related to the research, development and production of integrated circuits (ICs).

Christine, with her extensive background in x-ray diffraction, quickly took over the full responsibilities for this specific analysis. In addition, she acquired the scientific background and operational skills for the other analysis and characterization techniques performed in our group.

Overall, Christine thinks clearly and learns with ease. Her scientific background (Cornell University Undergraduate degree), logic and interest in a wide range of subjects/projects made it easy for her to learn new disciplines. She acquired the responsibilities of small research projects, development of improved test methods, as well as data analysis and report writing. Christine approached and completed all her tasks in a competent and timely manner. Christine showed great interest in environmental issues. Her concern for handling of chemicals and environmental damaging substances was exemplary and she was instrumental in establishing safer laboratory standards at PRDC.

Christine has a natural curiosity and the discipline to research and learn about new subjects and I am convinced she will be able to contribute considerably in whatever her field of choice is.”—**Dr. Margareth C. Arst, Philips Research and Development Center**, Sunnyvale, CA

### Recognition for Tweeting:

Christine Hoeflich was recognized by **Mashable.com** in “[Nonfiction Tweets: 70+ Authors to Follow on Twitter](#),” in the Creative Nonfiction category—Mashable.com.

Christine was recognized by **CreativeClass.com** (online college degree website) in “[100 Amazingly Insightful People You Can Learn From on Twitter](#),” in the “Words of Wisdom and Inspiration” category, next to Oprah and Deepak Chopra—CreativeClass.com.

Christine was recognized by **Twitaholic.com** in “[Top 100 Twitterholics Based on Followers in the SF Bay Area](#)”—Twitaholic.com.

## **Christine Hoeflich’s Clients and Experience**

**Stratus Devices** (Chuck Kring, Ph.D. EE, a startup medical device company)

Responsibilities: Program Manager, managed and wrote sections of SBIR grant proposal to the NIH.

**AVAMDWellness.com** (Drs. Terry Blay & Amir Hadid, a medical clinic)

Responsibilities: Wrote press releases and parts of web pages, optimized site for SEO.

**BucksRoofing.com** (a roofing contractor)

Responsibilities: Wrote web content, press releases, updated entire website to a responsive, friendlier Wordpress-based site, SEO work.

**RudyRealtors.com** (a real estate agency)

Responsibilities: Wrote website pages, press releases, updated entire website to a responsive, friendlier Wordpress-based site, SEO work.

**KayPlumbing.com** (a plumbing services company)  
Responsibilities: Wrote press releases, assisted with SEO.

**DenverHolisticHealth.com**, (a health, wellness and supplement site)  
Responsibilities: Wrote web pages, wrote Practices and Procedures and other internal documents, edited blog posts.

**ChiropractorofSouthBay.com**, South Bay Chiropractic (Dr. Farima Yeganegi, DC, a chiropractic office)  
Responsibilities: Wrote web pages.

**GoandGroove.com**, Go ‘n Groove Girlfriend Getaways  
Responsibilities: Transfer of website to Wordpress, edited web pages, SEO copywriting

**DenversLimos.com**, (A lead generating site for Denver Limousine companies)  
Responsibilities: Wrote Services pages, e.g. Airport Service page, Anniversaries page, Bachelor Parties page, Bachelorette Parties page, Birthdays page, Church Trips page, Concerts page, etc.)

**Diablo Research Corp.** (Nick Vrionis, PE, EE, a product engineering company)  
Responsibilities: Assisted team of engineers developing the “E-Lamp” technology; work included writing and testing.

**SFDiamonds.com**, SFD Trading Inc. (a diamond importer and wholesaler)  
Responsibilities: Wrote web pages, a report on diamond prices

**Diamonds4u.com**, Diamond Source (a diamond retailer)  
Responsibilities: Coordinated with graphic designer and coder for custom website design, wrote web pages. Also did local business SEO work, wrote script for video.

**Also worked for the following companies as a process engineer / research engineer:**

**Philips Research and Development Center** (Signetics Company), Sunnyvale, Ca.

**Experimental Physics Department**, Ludwig-Maximilians-Universität, Munich, Germany.

**Frequency Electronics Co.**, Mitchell Field, Long Island, New York.

## **How I Work: Writing System and Procedures**

### **Contact and Communication Policies**

As we work together, it’s important our communication is easy and fast. During our project, I am available Mondays through Fridays from **8:30 am through 5:30 pm Pacific time**. The best ways to reach me are by email at [info@HolisticWorldCopy.com](mailto:info@HolisticWorldCopy.com).

### **Discussing the Project and the Discovery Questionnaire**

To get started on a project, I will send you a **Discovery Questionnaire**. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you the Discovery Questionnaire as a Word attachment in an email. Please return it to me as quickly as possible. Most clients respond within 1 to 3 business days.

After I receive the Discovery Questionnaire, I review and study your responses, plus any other applicable research needed. From here, I will outline a short **Project Roadmap**. This will save you time and help communicate my understanding of the project. It will also be the basis for your Launch Call.

Three (3) to 10 days after I receive the Discovery Questionnaire answers, we will have our 20-minute **Launch Call**. During this call, we will discuss the Project Roadmap. I will also listen to any additional directions and 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 I will deliver, including the 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. Most of my clients prefer to pay by bank wire (transfer) or overnight payment. A check is okay.

Once both of us has signed the Agreement, I will begin working on your copy as agreed.

## **Research**

My research process is comprehensive. I begin with a complete review of your website and any other materials you send me. From here, I will research the market, including your competitors. In some cases, I will ask to speak to 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.

Research is one of my specialties and you can be confident that I will quickly and effectively understand your product or service, your voice, and your customers' core emotional purchase drivers.

## **Collaboration and Communication**

As we work on the 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 little communication in between. Others like dealing with me almost daily and being involved in just about every step of the way.

What works best for you? Please email me and let me know how often you'd like to communicate and the best way to reach out to you (email, phone, text, etc.)

I prefer that you assign me a **single point of contact** on your team. I will communicate directly with that person and he or she will deal with your other team members as needed to obtain information and approvals.

## **Review of First Draft**

Typically, you'll receive the first draft in 5 – 20 business days, depending on the project size and scope.

When you receive the first draft, please review it carefully. Have your team members review it too. The most important thing at this stage is **making sure the tone, message, and offer are right**. (We will fine tune during the 2<sup>nd</sup> draft ... and the 3<sup>rd</sup> draft, as needed.)

## **Revisions**

After you review the initial draft, it's likely you'll want some things changed. **Please note those changes—either in Word**, or if you prefer, in the comment feature inside 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 comments within 24 hours of you submitting them to me. I will make my adjustments within 2 to 4 business days, depending on the breadth and complexity of your suggested changes. I recognize that these are your customers we're writing to and I will defer to you as much as possible.

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

## **Additional Reviews**

After the first round of changes, some additional fine-tuning may be 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's usually just one or two changes and the process goes quickly. Usually, we can get to a final copy within 1 to 3 business days.

## **Final Approval**

Once all revisions have been completed, 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 the 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 **graphic designer** for formatting. I've worked closely with my graphic designer on several projects. Need the services of a designer? I'd be more than happy to have my designer do the design work for you. This will work to your advantage. I'd

give her direction and handle communications with her, relieving you of that part of the project.

A **sample of a sales letter with graphic design** that we worked together on is included in this info kit.

If we work with your designer, I 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's 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.

### **Transition to New Projects**

Once the project is done, I like to provide my clients with 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 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.