

# Copy That

COPYWRITING

## Fill your website with words that work

A website is more than a box you need to tick to feel like a legit teacherpreneur. It's one of the most powerful sales tools at your disposal.

See, a well-researched, SEO-optimised website has the power to attract, connect with and convert the right kind of students without you having to lift a finger - or pour huge sums of money into ads.

## Great design is important

...But it's nothing without the right words. Because while a user-friendly site might draw people in, it's your message that has to keep them around.

Together, we'll uncover *what* your website needs to say and *how* it needs to say it to consistently turn strangers into paying students.



# Growth web copy package

For the teacher who has a suite of services and a goal to grow their mailing list. We'll fill your site with student-focused copy that points your people in the right direction.

## **INCLUDES:**

- 90-minute onboarding/strategy call
- Ideal client questionnaire
- Brand, competitor and audience research
- 9 pages of SEO-optimized copy (OR 6 pages + 3-part welcome email sequence)
- 2 rounds of edits

## **BONUSES:**

- Website performance tracker
- Website traffic guide
- 15% discount on blog packages

## **PAYMENT STRUCTURE:**

- 50% before project begins
- 50% upon receipt of final draft

**TIMELINE:** 3-4 weeks

TOTAL INVESTMENT: £1250



# How it works

A whole lot of research, ideation and creation goes into producing website copy that connects with and converts the students you're looking for. That's why it will take 3-4 weeks to receive your ready-to-publish copy. Here's how it works.

## **Choose your package or book a discovery call**

Following the Discovery Call, I'll send you a proposal and a contract. Once you've signed that, you'll secure your booking by paying 50% of the invoice.

## **Confirm your booking with a 50% deposit**

You'll confirm your booking with a 50% payment of the total invoice.

## **Hop on a 90-minute onboarding call**

Next, the fun begins with a deep dive into all things your business, audience and offer so I can write words that sound just like you.

## **Wait for the first draft to drop**

You'll receive the first draft of your copy within 3 weeks of the onboarding call. You'll submit your feedback on the document up to two times, before waiting for your final draft to drop.

## **Settle the final invoice**

Once you've received your final draft and are happy with your copy, you'll settle the remaining 50% of the invoice, and I'll send your words to your wonderful web designers. And voila!