

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.



Starter web copy package

Launch your brand-new website with words you can trust to attract the right students, tell your story and sell your services *authentically*.

INCLUDES:

- 90-minute onboarding/strategy call
- Ideal client questionnaire
- Brand, competitor and audience research
- 5 pages of SEO-optimized copy
- 2 rounds of edits

BONUSES:

- Website performance tracker
- Website traffic guide
- 10% discount on blog packages

PAYMENT STRUCTURE:

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

TIMELINE: 2-4 weeks

TOTAL INVESTMENT: £699



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

Submit your feedback (up to two rounds of revisions)

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!