

COPY COMMENTARY

WHAT IS COPY COMMENTARY?

Copy Commentary is a review of three key pages of your website. As a seasoned copywriter and content writer, I provide you with tips, suggestions, and ideas for improving existing copy and creating more powerful content in the future.

WHY COPY COMMENTARY?

Savvy business owners know the power of content marketing. Juggling many plates, however, can cut into the time dedicated to learning the ins and outs of powerful, effective copywriting.

Copy Commentary is like the CliffsNotes® version of a pricier copywriting course from an industry professional.

You will learn to strengthen and enrich your online content, at your own pace, in your own time. And you can use those skills repeatedly as you create new content for your site in the months and years to come.

WHAT'S INCLUDED?

There are three key steps to a Copy Commentary session. These include:

1. **A thorough review** of three top pages of your website (usually the homepage, services page, and a single blog post).
2. **A video walk-through** of your site and how the content and copywriting can be strengthened to result in better action-taking by visitors. This session is recorded and shared with you to watch as many times as you'd like.
3. **A detailed document** with the original website text and detailed notes on how to make it more compelling and engaging. Read through at your own pace and refer back to it whenever needed.

FAQ

Q: "How will I benefit from Copy Commentary?"

A: Clients who most benefit from a Copy Commentary session are those who need a little direction in their writing. They are consistently producing good content, but perhaps not seeing the kind of engagement they want.

Q: “I’m not sure if I should hire you to do the writing for me, or try the Copy Commentary service. How do I choose?”

A: To answer this let me ask you a clarifying question: do you or someone on your staff, have time weekly to update your website content, create blogs, and write “extras” like newsletters and case studies?

If you answered, “no,” take the stress off of yourself and hand it over to me. Writing is my happy place.

Another question: do you want to spend your limited time researching, writing, and editing content or do the work you’re truly passionate about?

If you or someone on your staff is already producing content consistently, then Copy Commentary is the way to go. A single session will give you the type of pointers, tips, and time-saving tactics that result in more productive and efficient content-writing sessions.

Q: “How much does Copy Commentary cost?”

A: A thorough review of three pages of your existing content (two webpages and a single blog post are recommended), a step-by-step video showing you ways to improve and strengthen your content, and a written document outlining the process are currently priced at \$300. There are a few spots open in my calendar monthly for this service. That’s not scarcity mindset, it’s logistics!

Q: “What’s the next step?”

A: Please book a complimentary 20-minute phone call to learn more. Have questions or want clarification? Please email me at joychoquette@gmail.com.