

Words That Sell

Powerful, potent and persuasive copywriting is our speciality

Creating visual imagery through words to engage prospective buyers is what we do with a passion.

Are your advertisements letting you down? Does your website fail to engage?

Do your print campaigns waste your money?

Are your potential clients just skimming over lacklustre narrative and not engaging with the product or service you provide?

Why are you writing, when you could be working on your business?

As a business owner, you are busy managing your company. You are busy supervising your sales team. And so you should be. This is where you excel.

The question is, should you or any of your staff, be writing your own descriptions for your business when the tired and dated format you have been using to describe your products & services, could be losing you business?

Is writing your passion? Are you able to generate a call to action from words alone? Can you describe the energy of your products or services and appeal to a buyer on a personal level?

Now you can turn things around! Our copywriting service of original, interesting portrayals of your offerings will leave prospective buyers compelled to contact you.

Let's Get Started On Your Persuasive Copy Writing Today

Complete the questionnaire attached, and return to us. It's easy, thought provoking and fun.

The answers to these questions will enable your writer to focus on a target audience and "speak" to them directly.

Fresh, original, story-driven copy, crafted for your business will get the phone ringing.

BRONZE

Grab their attention!

0-150 Words
\$157 GST inc

This narrative size is ideal for short, succinct, hook them in dialogue.

SILVER

Gets their imagination going!

150-250 Words
\$187 GST inc

This narrative will have your potential clients seriously asking questions. With a few more story-driven words, your client's interest will be well and truly peaked.

GOLD

Cover all of your bases!

250-300 Words
\$297 GST inc

The internet! Let's face it, that's where most of your clients begin their search. The internet narrative combined with your professional photography will be all it takes to get the phone ringing off the hook! This narrative can also be broken down to use in smaller ads - like window cards, posters and short print paper flyers!

Other Copy Writing Services @ Not Just A Copy Shop

Editorials and specific copy for feature articles and advertisements are also available and will be priced on application.



**NOT JUST A
copy shop**
Your Friendly One Stop Print Shop

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LEVERAGING QUALITY GRAPHIC DESIGN TO STRENGTHEN YOUR BRAND

AND SUBSTANTIALLY BOOST THE VALUE OF YOUR BUSINESS

Graphic design is an art and visual communication that has the capacity to integrate words, symbols and images – all combined in the best possible way to get a chosen, targeted message across.

As brands and branding is paramount, it is imperative that the creative aspects of elements such as your brand identity and positioning be executed in the best possible manner. In this respect, outstanding graphic design can benefit your brand in a number of essential ways.

Benefits of Brand Identity:

There are six financial benefits of using a strong brand identity:-

1. Brand identity commands a price-premium.
2. A price-premium creates the perception of quality (you get what you pay for).
3. Perceived quality has been shown to positively affect customer usage. Consumers tend to select brands they perceive to be quality brands. This
- also connects to repeat buying or brand loyalty. Consumers tend to continue buying brands that reward them with good experience.
4. Perceived quality is the single most important contributor to a company's return on investment.
5. Customers relate value with quality. If one brand is perceived to be of higher quality than another brand, customers tend to perceive that the higher brand is a better value.
6. Perceived quality can be a point of differentiation. Smart companies are continually looking for ways to differentiate their brand's identity from competing offers. Perceived quality can be used to differentiate, and in doing so, enable the company to loop-back to benefit #1, and charge a price premium for their strong brand.

THE VALUE OF BRAND IDENTITY

Companies that increase their brand's differentiation, over competing brands have about 50% higher operating margins on average versus companies that allow their brand differentiation to decrease.

Business Overview Questions

Your Business Name:

Your Website:

Your Location:

To obtain a good understanding of your business and to write compelling copy which compliments it, please answer the following questions as best you can.

1. Target Audience: What age group are they? Do they have children at home? Retired? Where are they located? What is their combined income?

2. Pain: What is the problem most encountered by your target audience before they ever heard about your products/services?

3. Benefits: In what way will they benefit from what you have to offer? (no features as only benefits sell)

4. Feature: What's the most desirable feature you have? (keep to a bare minimum, as features only tell & don't sell)

5. Who is your main competitor?

6. How do your products/services work to provide value?

7. If you had to describe your company/organisation in one word, what would it be?

8. If your customers/clients had to describe your company/organisation in one word, what would it be?

9. Point of Difference: What is unique about your offerings? How are you different from your competitors?

Acceptance Agreement

Your Business Name:

Street Address:

Postal Address:

Website:

First Name:

Last Name:

Position Held:

Phone:

Mobile/Cell:

Skype Name:

Call Time Preference (Australian Eastern Standard Time):

Email:



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Acceptance Agreement Statement

I hereby agree to engage Not Just A Copy Writer to provide the package(s) of my choice above and look forward to starting my project with a meeting call from Lou Armstrong at my choice of time as indicated. Please send me my tax invoice so that I can pay, get my articles started and my reputation elevated to a new level.

Full Name:

Signature:

Date:

Please email, scan & email, fax or post your completed Acceptance Agreement form back to me so that I can get you started with your customized original articles. Thank you!



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