

Looking for a copywriter who converts real-life experience into effective copy?

Here I am!

The problem with most copywriters these days is they have learned how to write in exactly the same style that everyone else uses – whether it is appropriate for their brand or not.

Some write in the same tone for every audience. Others even write their piece to attract every audience.

Worse yet, some now lazily ask A.I. to construct their copy for them (cue horrified gasp!) and still loftily call themselves a copywriter.

You will likely have read some of this sadly ubiquitous copy: often flashy, filled with trending phrases, but leaving you wondering what on earth they are pitching and who it was even aimed at!

So if you are just as disillusioned as I am with all the lousy copy you see out there (and have likely paid for yourself), allow me to introduce myself: my name is Clare Vanessa Chapman and I could be your best solution for creating more successful marketing campaigns.

Social Media and Email Management

“What a fantastic job you’ve done with the [email] update – it looks fantastic visually, especially love the images you’ve chosen.”

~ Ian White, Founder, Australian Bush Flower Essences, www.ausflowers.com.au, 1st
March, 2017

What gives my copywriting the edge?

I offer all my employers and contractors a distinctive benefit: I not only write beautiful, persuasive and grammatically-correct copy, but I make it my business to explore and understand its purpose first – that is, *how* it is intended to reach, deeply impact and therefore persuade your desired audience to act.

My copywriting work is elevated by over 30 years physically spent on real sales floors - in conjunction, of course, with the formal writing skills gained during completion of my Bachelor of Arts in English and Comparative Literature. Along with intense training with some of Australia's best sales mentors, I know that it was through personally fielding customer objections that I learned how to sincerely gain a customer's trust - and maintain it.

I witnessed and experienced the proven psychology that most prospective purchasers say 'no' to an offer many times before they finally feel safe enough to say 'yes'. I learned that this instinct is fuelled by an inherent mistrust we all understandably share within our human nature.

But most importantly, I learned *how* to anticipate these objections when writing marketing copy and what tactics might be successfully used to present content in a way that reassures a potential customer and overcomes mistrust. I firmly believe this more effectively leads a *qualified* customer to take the next step in the sales process. Instead of resorting to gimmicks, trends and A.I., I use my personal ace in the hole - real human emotion, empathy and understanding.

I have truly honed and mastered the craft of writing for real people and reaching them genuinely, ethically and with integrity.

Design & Development of WordPress Workshop Landing Page, Online Marketing Assistance

"I was desperate to start promoting and Clare helped me out. I got a web page but it was more than I expected. She put all her design, copy writing and marketing skills into the page.

She understands what her clients need in all levels with her heart."

~ Michiko Stone, Naturopath & Health Coach, www.pure-essences.com

22nd January, 2020.

Consider me your new copy ghost writer.

I have a proven unique ability to learn how *you* prefer to present and express your offerings and ultimately build up an ability to write in your personal style. This offers some strong benefits once we have established a writing relationship: I can construct copy from just a few bare notes or ideas on your intended campaign and you can be assured it will read the way you would normally write or speak to your clients. This ensures your copy aligns perfectly with the *energy* of your brand – something which is again overlooked by many companies who just mimic what is 'on trend' and how it is presented by the majors.

A little about my work ethic...

I view copywriting as so much more than just following the lead of popular marketing tools, materials and vernacular. I personally see copywriting as a lost art, evolving from a need to consciously and authentically engage those who could benefit from a useful service or skilfully-produced product - thereby creating a win-win situation for both the seller and the buyer.

While a lot of copy may *seem* to succeed because it goes 'viral' and gains attention, when considering the incredible resources to achieve such an outcome, I would pose the question, '*do you really want to reach everyone anyway?*'.

I feel it is more effective to aim copy at your desired audience thereby pre-qualifying potential customers, and enjoying higher conversion rates. With this in mind, I construct materials with the intention of sincerely engaging an audience who can benefit from *your* product or service. I meet the desired reader 'where they are hurting', I empathise with them, and I ethically offer a solution that they can hopefully benefit from (while benefiting my contracted employer, too!).

So if you are tired of wasting your money or hiring inexperienced, ineffective copywriters, get in touch today for your free no-obligation quote or fact-finding call.

Yours in exceptional copy,



Clare V. Chapman
Freelance Copywriter & Website Designer
Email: contact@clarevanessa.com.au | Web: www.clarevanessa.com.au
Ph: +61(0) 417 254 185 | Post: PO Box 67, South Grafton NSW Australia 2460

P.S. Before you ask, you can rest-assured I know exactly how to use a comma – say no to embarrassing copy for good! ;-)