Portfolio of Writing Samples (2025)

Writer: Clare Vanessa Chapman
Professional Freelance Copywriter | Copyeditor | Content Creator | Website Designer | Online Marketer

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Clare Vanessa Freelancer

www.clarevanessa.com.au

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Writing Sample # 1

Blog Post:

This post had the purpose of promoting flower essence training courses
(for a flower essence practitioner and trainer).

Blog post starts at beginning of page 3…

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ARTICLE TITLE:
Is there a ***wrong*** way to use flower essences?

As an accredited ***Australian Bush Flower Essences*** instructor, I have noticed one question comes up at every workshop [insert hyperlink to workshops] I hold:

'Can I make a mistake when choosing flower essences for myself or someone else?'

The short answer I offer is, *'no'*.

'However', I would typically continue, *'there are certainly more effective flower essence selections one can make, ultimately achieving better results'*.

That is the very reason why I intensively trained for over 5 years before administering flower essences with clients and setting up my own flower essence training business.

For example, if I wanted to learn how best to hammer nails into timber, I might first *watch* an experienced carpenter hammer nails into timber, then *ask them* how I might go about doing it myself, before finally testing out what I have learned on a piece of timber to see if I have got the process down-pat. If I accidentally hit the nail and bent it over while using their tips, I might modify my technique and try it again. When I'd finally succeeded, and replicated this a few times, I would likely store this mentally as my approach to hammering nails into timber from now on. And perhaps after a while, I might even go on to share my own wisdom with a friend, a child or even in a handy 'how-to' YouTube video for those starting out themselves.

My point is, there is ***always*** a better and worse way to action ***anything*** in life. Ultimately, we judge a method as the best way, after we have tested it for ourselves and achieved good results.

Coming back to using flower essences, there are many ways to get started learning how to ***most*** effectively use them for your highest benefit, such as:

- Listening to the benefits and methods of successful application from an experienced flower essence practitioner and teacher, before going on to test what you learn on yourself and others.
- Researching different results achieved by other experienced practitioners who have tested specific essences and combinations on specific conditions.

- And of course, just buying some flower essences and testing them out physically on yourself, while journaling their effects, your methods of use, and ultimately arriving at best methods of application based on your experiences.

But while there are many online resources, books and DVDs that could help you work out which flower essence works best for each different emotional condition, I would ultimately recommend including ***some*** real-life training or observation with an experienced practitioner and teacher. ***Nothing*** can ever fully replace observing how an experienced person does anything in real-life. ***Nothing***. Sure, you can read or watch how to do just about anything, but when you observe from someone in real life – just like watching the carpenter successfully hammer a nail into timber – you get a chance to ask them questions about why they do what they do, what they have tried that didn't work for them, and most importantly, you can avoid 'reinventing the wheel' and making every mistake they ever made before you perfect your own methods!

So the next time you wonder, *'Why would I attend a workshop or retreat when I could just ask ChatGPT, Google or read a book?'*, consider all the times when another person's real-life guidance and wisdom taught you what you simply couldn't learn from reading all about it.

Writing Sample # 2

Sales Letter:

This letter was created for the purpose of promoting my unique and distinguishable copywriting abilities, services and experience

Sales letter starts at beginning of page 6…

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 as everyone else – whether 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 entire copy for them (cue horrified gasp!) and still loftily bear the position title of 'copywriter'.

You likely will have read some of this sadly ubiquitous copy: often flashy, filled with trending phrases, but leaving you wondering what on earth is being pitched and at whom it was aimed.

If you are just as disillusioned as I am with all the lousy copy you see out there (some of which your business might have even suffered from), allow me to introduce myself: my name is Clare Vanessa Chapman and I could well be your ***best*** solution for creating much 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 and marketing mentors, I know it was through personally fielding customer objections that I truly 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 their potential mistrust. I firmly believe this most 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…

As you might have gathered so far, 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. My over-arching concept is to help build the conduit that fosters win-win seller and buyer relationships.

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, *'is reaching everyone really the best outcome for copy?'*

Instead, I feel it is more effective to construct copy aimed at your desired audience which pre-qualifies the ideal customers, and enjoys much higher conversion rates. With this always foremost 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', empathise with them, and ethically offer a solution that they can hopefully benefit from (while benefiting your bottom-line, 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 and semi-colon – say no to embarrassing copy for good! **;-)**

Writing Sample # 3

Email Campaign (Copy):

The brief for this email campaign was to create an email to promote an animal communication workshop but ***with a twist***: it needed to not only encourage qualified leads by highlighting the workshop's benefits, but also discourage non-qualified leads by outlining potential false expectations for the workshop.

Email campaign copy starts at beginning of page 10…

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Dear [Insert First Name]

FINALLY, my Animal Communication workshops are back on the agenda in 2022!

I am so excited to be offering these at different locations within Australia and overseas – both at my own home and property in Rye, Victoria and I also have an upcoming workshop in Wymah, NSW. For my overseas subscribers, stay tuned for workshops planned for England, France and Ireland later in the year.

SO THE QUESTION IS - ARE MY WORKSHOPS A GOOD FIT FOR YOU?

If you are on my mailing list, you are someone who sees your animal companion as so much more than a 'pet' – rather, a much loved member of your family.

Perhaps, though, you feel it is time to deepen your ***direct*** connection and understanding of your animal companion(s) and learn to communicate more for ***yourself?***

Or maybe you even work professionally with animals (e.g. at a rescue shelter, veterinary clinic, farm, etc.) and it is a heart-felt desire of yours to be able to ***hear*** your animals directly in order to more fully understand their needs and assist them better?

SOME REASONS MY WORKSHOPS MIGHT BE IDEAL FOR YOU MAY INCLUDE:

- You are tired of guessing what is behind your animal's actions and behaviours.
- You want to create real, ongoing solutions for your animals and you – not just accept quick-fix treatments that don't really work in the long-run.
- You want to start working with animals and ensure your animal communication skills are at their best to ensure your success.
- You want to actively create an environment around your animal that supports them (and yourself) in the highest possible way.
- You believe your animal(s) came into your life for your own personal growth and want to work with them daily towards this.
- You want to learn more about why your animal has come into your life and how you can help them to more fully assist you spiritually and emotionally.
- You want to ensure your animal isn't being adversely affected by your own behaviour, life choices and personal history and that of those in your family and home.
- You want to better understand your animal's past – particularly if they were rescued – and want to develop deeper bonds of trust with them.

- You believe in giving your animal a voice – and for you that means learning to better communicate yourself one-on-one, on a regular basis.
- You no longer want to feel helpless when your animal(s) is feeling unwell – you want to be able to help them effectively, without the guesswork.
- You want to be sure that when you make changes or decisions in your life or your home, that your animal ALWAYS gets to have their voice and opinion heard.
- You are passionate about discovering your own unique way of communicating with animals.
- You no longer want your animal(s) to feel as though they are excluded because you both speak a different language!

HOWEVER, to ensure that my workshops only ever attract supportive, like-minded participants who **TRULY** resonate with the energy I am teaching...

HERE ARE SOME REASONS WHY MY WORKSHOP MIGHT NOT BE THE RIGHT ONE FOR YOU:

- You expect this workshop to have the magical ability to 'gift' you with animal communication skills in just one quick weekend and without any real ongoing effort from you.
- You only feel supported learning exactly how to do things – step by step - from books or manuals, and don't believe in discovering some skills intuitively for yourself.
- You are looking for a 'magic bullet' that will grant you instant access to the minds of animals, without any commitment to practice and long-term development.
- You aren't prepared to first work on clearing your own energy field, your own trauma(s) or doing your own 'shadow work' in order to create clear inner space to communicate with animals.
- You think these workshops are just a way to save money on engaging an animal communicator, like myself, in the future.
- You don't really believe in the ability to speak with animals, trees, all of nature and other non-typical sentient life.
- You feel judgmental and intolerant of those around you with different personal ethics than you when it comes to treatment of animals and nature.
- You aren't open-minded to new techniques and processes that you may not have encountered before.
- You have rigid, inflexible, set viewpoints on energetic practices and how to use vibrational essences of any kind.

- You are not prepared to feel uncomfortable when pushed or challenged beyond your inner-growth ‘comfort zone’.
- You aren’t prepared to invest the necessary ongoing time and energy in the development of this life-long ability and personal skill.

IF THIS WORKSHOP DOES SOUND LIKE IT RESONATES WITH YOU, THEN I HOPE YOU WILL CONSIDER JOINING ME!

Below are the details of my upcoming Australian workshops (with more dates to come in future newsletters):

< Insert Links and details of each workshop here >

For those of you who attend my Animal Communication Workshops at my home in Rye, Victoria, you will have the opportunity to prepare the Seaberry Saltbush (as well as the Moonah, Beard Heath and Boobialla essences).

If you would like to discuss these workshops directly with me or confirm your booking, you can either email me [here], or phone or text me on +61450 784 350 or contact me via Messenger.

Finally, if you would like to gather a group of family, friends or colleagues and host one of my workshops in your area, please do get in touch with me as I am happy to bring my workshop wherever it is called for!

Warmest wishes,

Kerrie Searle
Animal Communicator

-- END --