

Black Sheep Factor

DISCOVERY FRAMEWORK



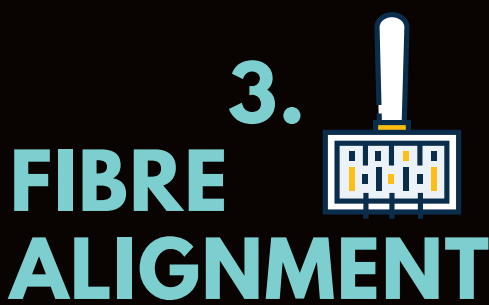
You bring the raw product.

I get to know your business and what sets you apart from the rest of your industry. Once I understand your vision and your copy needs, we draw up a contract to get the party started.



Voice of Customer Research

I research your customer segments - their wants, needs and deepest desires (and their buyer sticking points). With a clear profile of the ideal buyer, we ensure that we are speaking the right language to the right people.



We outline the Call To Action

I start applying all that I've learned to produce copy that aligns with your brand values and the change you are making in the world. We match your customer values to your online offering and identify an angle that is bound to get the right kind of attention.



Writing and Editing

With all of the pieces in place, I go to work writing compelling copy that will turn heads - decreasing reader ambivalence and increasing conversions.
(That's me in my colonial garb, obviously).



Your custom copy is here!

Research backed and ready to face your audience.

