



WORDS TO SHOW YOUR WORTH

A copywriting package to help small business owners
position their services with clarity and confidence

You know you're great at what you do and the service you deliver, but how you articulate this so you attract your ideal clients? Not so much...

You need words that work effectively for YOU. So that you'll stand out in a crowded market place, and with your unique voice

You've dabbled with ChatGPT but it leaves you feeling overwhelmed, generic and like you've lost a little bit of your soul

You know that not being able to communicate clearly and confidently about your services is costing you clients, so let's fix this NOW

Using my proven positioning framework, I will get into the nitty gritty of who you are and what you're offering, and turn that into compelling copy to be used in both your online and offline presence

DELIVERABLES

- The tools you need to position yourself, including: a tag line/stage name
- Your brand promise – essentially your elevator pitch
- Copy covering the transformations you deliver – can be used on your homepage, LI about section and as talking points
- Content pillars and a bank of suggested post themes for social media

ADD ONS & EXTRAS

- Personal tone of voice guidelines, with suggested vocabulary and style directions
- Complete website copy, including SEO keywords
- Ongoing marketing support, such as lead magnets, newsletter plans and content
- Visual identity assets, from logo through to full design suite

INVESTMENT

The Words to Show Your Worth package will be £999, but I'm running an introductory offer, saving £249, while I test the process and deliverables

£750, payable in 3 installments of £250

Ready to get started? Email me, Rebecca@nourishyourbrand.com, to reserve your spot

We'll have a 60-minute kick-off call, then I'll create a draft for you to revise and I'll deliver your WORDS TO SHOW YOUR WORTH within 14 days