



COPYWRITING *Services Guide*

Everything you need to know before
we decide to work together.

Welcome

I'm glad you're here!

I'm excited about our potential collaboration.

Before we begin, let me give a quick introduction...

How I Started Copywriting

In 2015, I launched my first blog and became obsessed with SEO and writing engaging content. Readers began seeking my guidance, leading me to get certified as a coach. As I juggled coaching and helping clients fine-tune their brand strategy, I realized my heart craved to be a writer again.

So, when the calendar flipped to 2022, I decided to dive head-first into copywriting. My first gig? Crafting words for a multi-million dollar breathwork company. Word got around, and soon I was weaving compelling narratives for some of the coaching industry's biggest names!

What Motivates Me

As a creative soul, I march to the beat of five core values: **creativity, love, freedom, simplicity, and fun**. I find fulfillment in helping others create businesses and brands that help them express their true selves, be of service, make a difference, and enjoy more play and monetary abundance!

How I Can Help You

Together, we will uncover the heart of your brand and create compelling **copy that captures the essence of who you are and what you do** - which will help you stand out in a noisy online world and attract the right customers.

Whether you need **website content** that captivates, **launch support** that creates buzz, or **sales pages** that convert, I've got you covered!



Are We a Good Fit?

We are a good fit if...



You Believe in Your Brand: You have a strong belief in your product or service and are excited to share it with the world.



You Value Quality: You understand that high-quality copywriting is an investment that pays dividends in terms of brand reputation and customer engagement.



You're Open to New Ideas: You're not afraid to break the mold and try something new if it means better connecting with your audience.

We are not a good fit if...



You're Looking for the Cheapest Option: If price is your only consideration, you may not value the quality and experience I bring to the table.



You Want Instant Success: Great copywriting is an investment in your business's future and can significantly increase conversions long-term. However, it is not a magic solution for a traffic or delivery issue. You still have to get people to see it, and be capable of delivering what you've promised.



You Lack Clear Direction: It's important to have a clear idea of what you want to achieve with your copy. Without clear goals, it can be hard to create effective calls to action. If you need help clarifying your customer journey and offer, working with a business strategist/coach may be a better option.

The Process

01

Application:

To ensure we're a good fit for each other, you'll start by filling out an application form. This will give me a basic understanding of your needs and expectations.

02

Discovery Call:

If your application is accepted, we'll schedule a discovery call. This is a chance for us to discuss your project in more detail, clarify any questions, and get to know each other better before we decide to work together.

03

Onboarding:

If we decide it's a good fit, we'll begin onboarding. This includes signing the contract, choosing a payment plan (if applicable), paying a deposit, completing your onboarding questionnaire, and scheduling a kickoff call.

04

Kickoff Call:

Once your onboarding questionnaire is complete, we'll have a kickoff call. This 2-hour deep dive is a chance for me to hear your story, brand voice, value, and vision in your own words. I pull so many juicy gold nuggets from this fun, free-flowing interview!

05

Writing Begins:

Your part is done! With all the necessary information in hand, I'll start crafting your copy. Using my skills and experience, I'll create compelling content in your brand voice to convert your audience.

06

Delivery & Revisions:

After the writing phase, I'll deliver the first draft of your copy. You'll have the opportunity to provide feedback and request revisions* to ensure the final product meets your expectations.

What to Expect from our Collaboration



Creative Partnership:

We'll work together closely to create compelling copy that truly reflects your brand and resonates with your audience.



Open Communication:

Regular updates, feedback, and transparent discussions are a key part of this process.



Quality and Excellence:

My commitment to quality and excellence means you can expect professional, well-crafted content that's tailored to your needs. Revisions are included.*



Respect for Deadlines:

I understand the importance of timely delivery, and I respect your timelines. I always strive to deliver projects on time without compromising on quality.



Strategic Choices:

I don't just write words that sound nice; I use sales psychology best practices to convey your message and inspire action.

Packages

Newbie Website Wizardry

Are you a new-ish business looking to make a big impact? My basic Website Wizardry Copywriting Package is here to work its magic! I'll conjure up captivating copy that showcases your brilliance, connects with your ideal clients, and sets you apart from the competition.

- ✓ BIZ CLARITY QUESTIONNAIRE
 - ✓ 2-HOUR KICKOFF CALL
 - ✓ 5-PAGE WEBSITE* + SEO
 - ✓ 2 REVISION ROUNDS (UP TO 2 HRS TOTAL)
- (*Long form sales page not included).

STARTS AT \$4000

[APPLY NOW](#)

Website Makeover Magic

Is your business growing at lightning speed, leaving your old messaging feeling a bit outdated? It's time for a fabulous makeover! My website copywriting makeover package is designed specifically for businesses like yours that have outgrown their old messaging.

- ✓ BIZ CLARITY QUESTIONNAIRE
 - ✓ 2-HOUR KICKOFF CALL
 - ✓ EVERY PAGE OF YOUR SITE REVISED* + SEO
 - ✓ 2 REVISION ROUNDS (UP TO 2 HRS TOTAL)
- (*Long form sales page not included).

STARTS AT \$6500

[APPLY NOW](#)

Sales Page Power-Up

Are you launching a new product or service and need a sales page that converts like crazy? Look no further, my friend! My Sales Page Powerhouse package is all about creating copy that grabs attention, stirs desire, and compels your audience to take action.

- ✓ OFFER CLARITY QUESTIONNAIRE
- ✓ 2-HOUR KICKOFF CALL
- ✓ 1 LONG FORM SALES PAGE + SEO
- ✓ 2 REVISION ROUNDS (UP TO 2 HRS TOTAL)

STARTS AT \$5000

[APPLY NOW](#)

“Lazy-Girl” Launch Support

Planning a big launch and feeling overwhelmed by all the moving parts? I'll handle all the nitty-gritty copy details – like crafting engaging subject lines to mapping out (and writing) high-converting funnel emails – so you can focus on what you do best and just chill ‘lazy-girl’ style.

- ✓ LAUNCH CLARITY QUESTIONNAIRE
 - ✓ 2-HOUR KICKOFF CALL
 - ✓ CUSTOM A LA CARTE DELIVERABLES*
 - ✓ 2 REVISION ROUNDS (UP TO 2 HRS TOTAL)
- (*Long form sales page not included).

STARTS AT \$5000

[APPLY NOW](#)

Client Testimonials



"Can I just say how BOMB Amy's copy is? She is MAGIC with a heartbeat, I swear. I am in love with all the intention & energy she puts into it. Plus, it converts like crazy! We even came close to our first **MILLION dollar month** with her copy support during a new program launch."

Samantha Skelly

AWARD WINNING SPEAKER, AUTHOR,
ENTREPRENEUR & PODCASTER

"OMG!!! How could we do this without Amy's boom copy? Seriously, she is so talented and world-class. **Amy analyzes the brand voice of our affiliates** and provides webinar email copy that **helps our message resonate with their unique audience**. This is a straight-up NINJA SKILL!"

Anthony Hendrickson

HEAD OF SALES & MARKETING AT PAUSE
BREATHWORK



"Amy brought my vision to life with the high-ticket sales page copy she wrote that resulted in the **biggest program launch I have ever done - over \$40,000!** I get so much positive feedback on the writing and **it's been converting**, even from **people who find me on the 1st page of Google** but don't know me! I'm blown away. I feel like she connected to my soul essence and brought it through. I feel so grateful to have her bringing my vision to life. She is incredible!"

Brooke Juliana Yantzi

SOMATIC HEALER, INTUITIVE BUSINESS COACH &
FOUNDER OF DANCE ALCHEMY.

F.A.Q

What is the typical turnaround time for a project?

The turnaround time depends on the complexity and length of the project. However, I typically deliver the first draft within 7-14 business days after the kickoff call.

Do you offer payment plans?

Yes! We can agree on a payment schedule that suits both of us. Typically, this involves a deposit to start the project, followed by installment payments at agreed milestones. Full details will be outlined in our contract to ensure mutual understanding.

Can you handle urgent projects?

Depending on my current workload, I may be able to accommodate urgent projects. Please contact me to discuss your specific needs. But if the project is *drop-everything-I'm-doing and clear-my-schedule* urgent, then an extra fee may apply.

Do you have experience in my industry?

I have experience in a variety of industries including coaching, personal development, wellness, fashion, women's empowerment, and entertainment. If I haven't worked in your specific industry before, I'm more than willing to do the necessary research to understand your market and audience.

What if I'm not happy with the final copy?

Your satisfaction is my top priority. If you're not happy with the final copy, we can discuss revisions or other solutions to ensure you're satisfied with the work. But rest assured, that every project comes with 2 FREE rounds of revisions (up to 2 hrs total).

(PS. If you have any other questions not covered here, feel free to reach out to me directly.)

Communication

How will we communicate?

EMAIL:

HEY@AMYMERAKI.COM

ZOOM

LINK WILL BE SENT

WHATSAPP

+2508632987

For all our major discussions and Google document sharing, we'll use email. If we need to dive deep into details or share screens, we'll hop on a Zoom call. And for those quick chats or immediate updates, WhatsApp will be our go-to. This way, we can keep our communication clear, efficient, and just a message away!

How fast will I respond to your questions?

1-3 DAYS

I totally get how important quick and clear communication is! That's why I do my best to respond to all messages within 1-3 business days. Your patience is greatly appreciated and please know that your questions are super important to me. I'll make sure to get back to you as quickly as I can with all the details you need!

What times am I available?

9 AM - 5 PM PST

I'm generally in my workflow from 9 am - 5 pm, Monday-Friday. So please feel free to drop me a line during these hours!

Ready to get started?

If you're as excited as I am about upleveling your copy, it's time to make it official. Just hit the 'Apply Now' button below and let's start our journey together!

I'm thrilled at the prospect of being your personal copywriting partner & brand bestie. Together, we'll create content that not only touches hearts but also inspires action and makes you money. Can't wait to get started with you!



[APPLY NOW](#)