



Courtman CopyWorks

Get the writing that gets results.™

www.CourtmanCopy.com

Thanks for considering Courtman CopyWorks! Today's professional copywriting market is cluttered with providers, so I'm honored that you've taken the time to look into the top-rated copywriting services of Courtman CopyWorks.

One of the questions I'm frequently asked is what makes me different from other copywriters. In a nutshell, here's my answer:

- **I'm an active listener.** Before I can start writing copy, I have to understand your brand, what you're selling, your challenges, and what makes you different. Time and time again, customers have remarked at how well I listen and then capture what they're trying to say through professional, polished and effective copy.
- **I'm a feature writer as well as an advertising/marketing copywriter.** A former newspaper/magazine reporter, I'm trained to look for the angle, the *story*. I apply this approach to advertising copy, too, first finding what's interesting and different about your brand, and then creating engaging, compelling copy—whether I'm writing a brochure selling workers' compensation insurance or a feature story.
- **I'm a former magazine editor and current copyeditor.** In addition to writing standout copy, I'm trained to seek out mistakes in grammar, punctuation, style, voice and consistency. Your copy is always flawless.
- **I'm experienced—and never stop learning.** Perfecting the art of persuasive writing takes experience, and a commitment to never stop learning. From understanding psychological marketing methods to staying up-to-date with the latest trends in copywriting, I'm constantly striving for newer, better ways to write the copy that makes the sale.

Now that you've learned what differentiates me from other copywriters, it's time to put me to work for you. Whether you need a brochure, website content, press release or a feature article, you'll get the writing that gets results. Call 770-826-9425 or visit www.CourtmanCopy.com for more information, samples, or to learn more. I look forward to working with you!

All the best,

Zoë Courtman-Smith
Principal Copywriter
CourtmanCopy.com

TOP REQUESTED PROJECTS

From Courtman CopyWorks



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Courtman CopyWorks clients come from all kinds of businesses and an array of industries, from PR agencies representing coupon processors and superconductors, to television networks, real estate developers, graphic designers, printers and consulting firms - and everything in between!

Despite their differences, they often use the same kind of marketing pieces. Check out some of our top requested projects and prices, and see if we're a good fit for you, too.

Website Content

Writing for the web is not the same as writing for print - and we know the difference. Short, punchy and to-the-point, our web copy leads your site visitors through your content easily. And our SEO experience means they'll click your link first. **Starts at \$550.**

Edits to Existing Copy

Sometimes your project just needs a little tweaking. With significant copyediting experience and an eagle eye for errors in grammar, voice, style and punctuation, we'll make sure your copy does the job - flawlessly. **Starts at \$45/hour.**

e-Newsletters

Keeping in touch with your customers is easy. Our e-newsletters reinforce your brand and keep you top-of-mind for your customers. **Starts at \$350.**

Brochures

Whether you need a basic tri-fold or an extravagant 8-page beauty piece, we'll work with your designers to craft the right message that fits the space - and leaves a lasting impression. **Starts at \$425.**

Press Releases

The story is key when it comes to press releases. And at Courtman CopyWorks, we know how to create the angle - and the story - that gets your press release picked up. **Starts at \$250.**

Case Studies

These little workhorses do wonders for your brand image. Telling how your company solved a problem for a customer, they're short pieces that show off your successes and help you win new business. **Starts at \$500.**

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How To Get Your Press Release Picked Up

*A different approach to writing news releases
from Courtman CopyWorks*

Atlanta, GA (Sept. 2009) – Press releases. Easily the bane of marketing personnel who have better—and more interesting—things to write, these little one-pagers are often looked upon with exasperation and a degree of boredom.

The result? Press releases that are boring, lifeless and—too often—riddled with corporate speak. How many times have you read a release that begins with, “XYZ Corporation is pleased to announce its newest acquisition, ABC Widgets”? Or, “ABC Widgets is proud to announce the promotion of John Doe to Vice President”?

Yawn. How boring is that? The problem is that there’s no *news* angle, nothing that a tired journal or newspaper editor hasn’t seen a thousand times before. But what if your release starts with something else? Something like, “When XYZ Corporation CEO John Doe took a chance meeting with Joe Deaver one morning late last summer, he had no idea he’d walk out with the future of the widget industry in his hands.”

Immediately, you’re drawn into the story—well, because it’s now a story. There are people involved, and people are what connect in a story. The news of the acquisition—in the right writer’s hands—unfolds gracefully, and interestingly, throughout the body of the release. Now if you’re that tired news editor and you have space in *Widgets Monthly* for only one story—and the other release leads with the first example—which do you think he’s going to run?

More important, which do you think might be an engine for further stories run by the same editor, stories that might include quotes from your CEO or mention of your expertise? Because, at its essence, that’s the function of a press release. Not to be run verbatim as a story itself—though that certainly happens—but to spark ideas for tired editors who run out of ideas every day.

So the next time your business has something to announce, call Zoë Courtman-Smith at Courtman CopyWorks at 770-826-9425. A former newspaper reporter and former magazine editor, she understands the function of a release, how to make it interesting, and how to make sure it gets picked up—again and again and again.

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What people are saying about press releases from Courtman CopyWorks:

“Your release is across the wire. Already been picked up over 700 times!!” – J.R. Wilson,
PatriotDealer.com

“Zoë, we published the first press release yesterday with phenomenal results!” – Kevin
Jackson, Graphic Ventures

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2009 PROJECT RATE SHEET

All projects require a 50% deposit prior to project start
New client projects **100% payable in advance** for first project
All revisions included

NEW MEDIA	PRICE RANGE (USD)*
Web Site Copywriting (Homepage + 2 information pages, i.e. "About Us", "Services")	\$550
Web Site Copywriting (additional pages)	\$100 pp
SEO Copywriting (keyword research, meta tags, keyword & phrase content)	Website fee, plus \$150 pp
Banners/Headlines	\$225
Google AdWords Headline & Copy	\$250 - up
Online/E-mail Ad & E-Blasts	\$325 - up
Online Sales Letter	\$550 - \$1,000
E-mail Newsletter	\$350
Online Articles/Wikipedia Articles/SEO Articles - up to 400 wds	\$250 - up
PRINT COLLATERAL	PRICE RANGE (USD)
Brochure	\$425 - \$1,000
Sales/Data/Info Sheet	\$425 - \$500
Flyer (up to 2 pages)	\$425 - \$500
Feature Articles	\$1 per word
ADVERTISING COPY	PRICE RANGE (USD)
Full-Page Advertisement	\$500 - \$2,000
Half-Page Advertisement	\$250 - \$800
Newspaper or Magazine Insert (up to 1,000 words)	\$800 - up
Billboard/Misc. Outdoor Advertisement	\$250 - up
Advertorial	\$500 - up

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CORPORATE COMMUNICATIONS	PRICE RANGE (USD)
Press Release	\$250
Corporate Profile/Bio	\$355
Newsletter (up to 4 pages)	\$425
Annual Report	\$2,500 - up
White Paper	\$1,000 - \$2,500
Case Study	\$500 - \$1,000
DIRECT MAIL	PRICE RANGE (USD)
Complete Direct Mail Packages	Starting at \$1,500
Sales Letter (1-2 pages)	\$500 - \$1,000
Postcard Mailer	\$225 - up
EXPEDITED SERVICE	PRICE RANGE (USD)
Rush Service Available	25% of project total

Additional Services

SERVICE	PRICE RANGE (USD)
Hourly Copywriting Rate for New Copy	\$55 per hour
Proofreading, Editing for Existing Copy	\$45 per hour
Retainer Service Available for On-Going Projects	\$1,500/mo. - up 3-, 6-, 9-, 12-month contracts

Remember – We strive to **exceed** your expectations – You'll never pay extra for revisions



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**All prices subject to change. Terms include a non-refundable deposit of 50%, or 100% for first-time clients, due at time of Freelance Writing Agreement signing. Work commences upon receipt of deposit. Balance due within five days of invoice. Late charges accrue at 3% of total cost per day. Make all checks payable to Zoë Courtman-Smith.*

THANK YOU FOR YOUR BUSINESS

2122 Jackson Lake Road, Mansfield, Ga. 30055 • (770) 826-9425 • www.CourtmanCopy.com

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