

# *The copy* **SLOTH**

**HI, INTENTIONAL INTROVERT!**



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# THE COPY SLOTH

## COPY CAN'T STOP AT CONVERSION

It has to be so much more! Marketing your business is no longer just a transaction. People desire authentic connections. They want more than the **decision overwhelm** when it comes to committing to that “buy now” button. You might think that bolstering your brand is all you need to market your offers. That, with the perfect pop of personality and magnetic messaging, you can sell anything!



But we have a **big** problem. When the word “conversion” is the root of your energy and the focus of your marketing plan, you miss out on the opportunity to create and usher your clients or buyers through a signature experience that entices AND inspires. **Let's start inspiring!**

# COPY & CONTENT WORK

There's a BIG difference between you and *the zillion other business owners* out there...and it's **your intention!** You've poured your heart into your business so you can translate your signature process into *services that actually serve*. Not just sell. But you need help teasing those right words from the tip of your tongue. **Let's get to work!**

## MARKET YOUR BRAND

- [Website copy](#)
- [Blog posts](#)
- [Social media captions](#)

## MARKET YOUR OFFER

- [Email copy](#)
- [Sales pages](#)
- [Landing pages](#)
- [Ad campaigns](#)

## MARKET YOUR BIZ

- Website design (*coming soon*)



*Ready to inspire your buyers with rock solid copy?*

**HECK YES, FRIEND!**

# TESTIMONIALS



“I was really struggling to write my blogs and find someone who could write beautifully and in an authentic voice. Aubrey was absolutely that person! She is so organized, professional and I've adored working with her. Working with Aubrey was a breath of fresh air and I'm just delighted that we connected.”

**MEGAN L.**

*The Business Matchmaker*



“Aubrey wrote my social media content better than my tragic self could! She has a way of capturing a brand's voice in a way that captures the reader's attention, shares the transformation they will experience, and amplifies the skills of the business owner. She truly sets the standard for conversion copywriters. THANK YOU!”

**CHRISTINA M.**

*Sales Development Strategist*

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“Aubrey is an expert! Her creative writing style & voice were the perfect fit for my brand’s social media content, weekly emails, and blog posts. Her copy & content allowed me to nurture my list and sharpen the way I share my expertise on my website and social media. I love how engaged my community is—all while I’m able to focus on other pieces in my business without worrying that my audience’s needs were lacking.”

**ADEOLA F.**  
*Podcast Producer*



“We needed to develop a launch plan/funnel that converts a warm audience into sales. Aubrey helped us do just that! We chose to work with her because she has a writer’s mind, the ability to describe what we do in a clearer way than we could ourselves. Her 1:1 launch strategy session gave us clarity on which strategy worked best for our business. Working with her helped me think about funnels more clearly!”

**LAYLA P.**  
*Systems Strategist*

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