

# LIV Communications



WEBSITE COPY PROPOSAL





# Liv Hooson | Writer

It's lovely to connect with you here! Whether we have worked together before or you are considering working with me, I would like to share my approach to content creation and the importance of enlisting writing services. I believe that language lives at the heart of a successful and recognizable brand; language that compels, informs, and uses clear verbiage to tell your story with conviction. Whether your message is being shared online, in print, or through multimedia—your message should engage people with authenticity and drive them to action.

At Liv Communications, I help you convey the human touch of your brand and what you have to offer to your customers and clients—and yes, grammar and spelling matter!

Our collaborative work is centered around dynamic communication, between you and me and between you and your audience. I create custom copy that uniquely describes your business and services in an impactful format. I write across multiple channels, including websites, email, blogs, social media, and scriptwriting for video storytelling. My role is to help elevate your story with uninterrupted clarity and creativity.

**Ready to create something exceptional, together?**





# Who are You?

## Voice

Defining your brand's distinct voice is all about moving from the abstract to concrete, from ambiguous to inspirational. A brand's voice is most effective when it is personal, honest, and solution-based. Consider using expressions and call-to-actions that reflect your brand's values and help your audience feel seen. Your voice should stand out from the competition and be memorable enough for your clients and customers to trust you.



## Tone

A brand's tone changes all the time, depending on what platform you are using and the intention of the message. Tone is critical to drive your audience to action, to thank them, to invite them into an experience, and evoke emotion all through thoughtful language.

Think of voice as a personality type and tone as your mood. Together, they create:



- Brand loyalty
- Brand recognition
- Brand individuality



# Content Strategy

A general content strategy will help you identify the types of content that will directly reach your target audience as well as select the most effective distribution channels for your content. A strategy also identifies how your brand's current and future content should be structured, tagged, and organized. This process is directly related to your brand and writing style guides to ensure that consistency and clarity are maintained across all platforms.

Types of content and channels of distribution include:

- +blogs
- +social media
- +magazines / publications
- +press releases
- +videos / reels / interviews / tutorials / q+a's



# Writing Style Guide

04 of 10

## AUDIENCE



CLIENT



COLLABORATOR



TRAINEE

### CLIENT

This is whom you are trying to reach through your 1:1 services; a person who is seeking to work with you in transformative and intimate ways. This is your opportunity to speak emotionally with them. Your language should be gentle, spacious, and supportive so they know they are coming to a safe space. You can also flex a little + share with them your successes, your testimonials, and feel free to make it personal. How has this worked changed ALICIA?

This person is from many backgrounds and lived experiences so I would keep focusing on an inclusive voice that reinforces safety and non-judgment. This is where your therapist self can shine through!

### TRAINEE

\*This includes students who are professionals—or want to be—and are in need of mentorship or training. This training is for cohorts of practitioners (and those in training) who want to learn and understand how to support clients in the realm of the female pelvis. This training is also available to come into organizations and teach teams.\*

When speaking to this group, you can use more professional language like industry terms woven throughout the conversational dialogue. Imagine you are sitting across from someone who has a background in women's pelvic health/womb work and they are looking for guidance to say YES! to deeper work but need a helping hand to get to the next step.

Focus on being approachable while knowledgeable. Avoiding too many esoteric concepts/phrases and instead use verbiage that informs them. Inspire them by showing them that you are the professional they seek to be! You do this naturally, so my sentiment here is to keep being that woman for these potential trainees to look up to.

### COLLABORATOR

This person or team comes from many backgrounds / experiences / expertise, right? So, keep this language more broad and open to potential by not limiting them with only a few ways you are available to create together. Your goal here should be to appeal to anyone from a small business owner to a podcast host to an educational leader in the women's health space. This person who you continue to write to and invite in to your digital space is someone that should feel inspired to create something new with you. So, include examples of WHO you have worked with and HOW in the past, so they can get some ideas on how to interact with you. \*My example to incorporate this into the website is on the next page.

For each project, I co-create a writing style guide to capture your brand through specific language. This guide supports consistent copy to be created across all mediums. For brands that already have a brand style guide, this is an excellent secondary guide dedicated to the brand's language, voice, and tone.

Voice + Tone

Core Messaging Slogans

Call to Actions

Brand Pillars

Client-Specific Guidelines (i.e. abbreviations, AP style, specific spelling, acronyms)

Words we Love

Words we Avoid

Client Fears + Wants

SEO Keywords + phrases



# SEO Strategy

## SEARCH ENGINE OPTIMIZATION

Your website's visibility depends on the structure, quality, and back-end descriptions of your site. I adhere to the industry's best SEO practices to create a highly-ranked and searchable website for your brand and content that often includes articles, blogs, and images.

What to expect:

- +Define Keywords and keyphrases unique for your business. (I can implement these keywords into individual pieces of content depending on our contract.)
- +Structure website based on your business's most important information
- +Complete metadata and alt text for images in your CMS
- +Use internal linking across website pages
- +Create title tags for webpages that include keywords and are unique and compelling for higher engagement

\*Please note that I am not an SEO Specialist but have worked directly with specialists at marketing agencies and have created dozens of technical SEO articles for a range of brands/industries. If you are seeking an SEO Specialist, I am happy to reference you to a reputable agency.



# Process

06 of 10

## Envision Session

Engage in multiple in-depth conversations with you + your team to document your story + what makes you, you. We will discuss your brand's hierarchy of information, what mediums you need copy for and develop a timeline for our work together.



## Develop Copy

Write, edit, and refine the copy curated specifically for your brand based on your vision and your brand's style and writing guides. There are a few checkpoints along the way for your team's edits and revisions.



## Format + Launch

Design and outfit the copy to fit appropriately across your multiple channels (website, social media, editorial placements). Final edits will be done at this stage, with copy then ready to be launched on select platforms.







# Budget Proposal

## 1st Tier: Singular copy projects range from \$300-550

- +press releases
- +blogs
- +personal + professional bios
- +product, service, and artwork descriptions
- +website copy audits

## 2nd Tier website copy development: \$2,500 and up

- +Custom copy and content development for your website catered to your unique audiences
- +Product and services descriptions | Founder bios | History | Offerings |
- +Creating a brand language style guide, including keywords, taglines, voice, and tone
- +Brainstorming calls, copy edits, copy updates

## Top Tier: \$3,000-\$5,000 depending on word count + scope of project

ALL services in 1st tier, plus:

- +A content strategy plan for the brand, including best distribution channels and support with types of content best suited for your audiences.
- +1-2 types of content created for the brand. Ex: blog, press release, service/product descriptions
- +SEO deep-dive, including metadata for all CMS content (blogs, photos, landing page)

## Projected timeline for completion

- Week 1: 1-2 brainstorming and envisioning sessions + create style guide
- Week 2: Site map development + hierarchy of brand messaging / services
- Week 3: Copywriting + language development
- Week 4: Final review of copy, including edits and revisions
- Week 5: Content strategy plan, including types of content and distributions channels

\*Rates vary per project and can be adjusted based on your specific needs. Let's discuss!





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