

# Information Packet

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## Healthy Living Copywriting

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# Hello, and thanks for your interest.

So, what brings you here? Most likely, you're looking for a copywriter who specializes in the health and wellness industry. You need someone who understands the ins and outs of crafting effective web content and combines those skills with a passion for products that transform people's health.

I'm sure you want to know how I can best be of service to you. If I was in your office right now chatting with you, you would be asking me questions. I've answered a few of your most likely questions here, and I'll be happy to address others when I phone you for a follow-up.



## **“What are your qualifications as a copywriter?”**

As a writer, my driving purpose is to tell stories that inspire and motivate the reader to take action on your offer. I talk to people about their lives, their companies, and their products. I use every resource available to research my subject. Then, I take the information I've gleaned and use it to build a story that showcases the best of what the person, company or product has to offer.

## **“What is your experience in my industry?”**

My interest in health and wellness grew from my time spent writing for pharmaceutical trade magazines. I also spent five years at a healthcare consulting company writing proprietary research reports, white papers, and presentations for pharma and biotech clients.

Even as a freelancer, I have continued to write articles and special reports for healthcare publications, and it remains an area of keen interest for me.

## **“What kinds of assignments do you handle?”**

I specialize in the full spectrum of email services. My email copy builds a narrative that helps people envision how your product can transform their lives and inspires them to make that vision a reality. I can also create the opt-ins, landing pages and thank-you pages that encourage your client to purchase and experience the benefits of your product immediately.

I can't predict how many responses my email and landing page copy will pull for you. But the one thing I can guarantee is that you will be more than satisfied with the copy I craft for you.

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**“What does it cost to hire you for a project?”**

All you have to do is let me know the type of project you have in mind, and I'll quote you a price. The enclosed list of estimated fees gives typical prices for a variety of projects.

**“How long will it take you to write my copy?”**

My ideal time frame is 2-3 weeks to craft your copy, so I can revise and polish it until it sparkles. I want you to be happy with every word I write.

But I know that things move fast in today's world, and sometimes you need a quick turnaround. If you are in a rush, just say so on the enclosed order form and give me the date by which you absolutely must have the copy. If I take on the job, I guarantee you will receive the copy by the deadline date, if not before.

No matter what your deadline is, I promise to provide top-notch copy. You can depend on it.

**“How do I order from you?”**

Putting me to work for you is simple. First, tell me about your health product, and the types of customers you are looking to attract. Send me your website URL, as well as any brochures, catalogs or other materials that will give me the background information I need to write your copy. Use the enclosed order form as a guideline. But don't worry about organizing anything – I'll do that. If I have any questions, I'll pick up the phone or shoot you an email and ask.

When you give the go-ahead, I'll write the assignment for you. You will receive your copy on or before the deadline we agreed on. And remember, it's guaranteed to please you.

So, are you ready for me to tell clients your story? Give me a try, and I promise you'll be delighted with the results.

Best regards,

Carolyn Gretton

P.S. If you have an immediate need, call me right now at 475-655-3026 or email me the details at [carolyn@healthylivingcopywriting.com](mailto:carolyn@healthylivingcopywriting.com). There is no charge to discuss your project with you and give you a cost estimate. And there is no obligation to buy.

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## What Others Are Saying About Carolyn

### **“Finds the right words...”**

“Carolyn has an uncanny ability to find the right words to express a concept in the clearest, most engaging way possible. She also has one of the sharpest eyes of any editor I've ever worked with. She is particularly good at knowing when a given word or phrase in an author's draft is not expressing what the author intends, and at devising better ways of articulating the idea.”

– Thomas Krattenmaker, author of *Confessions of a Secular Jesus Follower* (2017, Random House LLC)

### **“A consummate storyteller...”**

“Carolyn has a gift for crafting copy that captures the interest of her readers and immerses them in whatever topic she chooses. She is a consummate storyteller, able to weave an engaging narrative that can both entertain and persuade.”

– Jessica King, admissions consultant

### **“Takes the lead...”**

“Carolyn has a strong capability for planning and organizing. She gets her team going on ideas, helps gain consensus among its members, and takes the lead on implementing the plan.”

– Susan Krauss, management consultant

### **“Ability to focus...”**

“Carolyn has the ability to work in a busy environment and still remain on task. I have long been amazed by her ability to focus on the assignment in front of her no matter how noisy or chaotic things get around her.”

– Kim Matthews, operations manager

### **“Rolls with the punches...”**

“When problems or breakdowns occur, as they sometimes do in business, Carolyn is able to roll with the punches and get to work on fixes. She uses the perspective she's gained from the experience to quickly develop innovative solutions.”

– Carole Filangieri, neuropsychologist

# My Clients and Experience

## **AGOS Japan**

Japan-based provider of guidance for MBA, graduate and undergraduate school studies and preparation courses for the TOEFL(R), IELTS/GMAT(R)/GRE(R), and SAT(R) tests

## **American Writers & Artists Inc.**

Premier copywriting training

## **Daiichi-Sankyo Co., Ltd.**

Global pharmaceutical company with corporate origins in Japan

## **Dow Jones (a News Corp company)**

Global provider of news and information through brands such as Dow Jones Newswires, Barron's, MarketWatch, and The Wall Street Journal

## **International Education Services**

Japan-based provider of business, engineering, and customized training programs for Japanese corporations and governmental organizations

## **IOVIA (formerly QuintilesIMS)**

Global provider of information, technology solutions and contract research services focused on using data and science to help healthcare clients find better solutions for their patients

## **Japan Customs and Tariff Bureau**

Central Customs administration bureau; part of Japan's Ministry of Finance

## **MedAdNews**

Magazine of pharmaceutical business and marketing

## **Nomura Group**

Asia-headquartered global investment bank

## **Novo Nordisk**

Global healthcare company specializing in products for diabetes care, hemophilia, growth disorders and obesity

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**PharmaVOICE**

Magazine focused on the challenges and trends impacting the life-sciences industry

**Procter & Gamble**

Global provider of health and personal care products

**Tsumura & Co.**

Japan-based producer of traditional kampo medicines

**UCB**

Global pharmaceutical company focused on neurology and immunology

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## About Carolyn

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### Exposing the lie

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I pulled up to the red light, checked my watch and frowned. 9:30, a full hour before I usually went into work on Wednesdays. I was a 21-year-old intern for the Asbury Park Press and paying my own way through college, so I was always looking to clock as much overtime as I could. With Christmas only three weeks away, the incentive to earn extra cash was even stronger.

But Karen, our bureau chief, probably wouldn't be in until 10, since the New Jersey legislature wasn't in session. That left me with a half-hour to kill.

Five minutes later, I walked into the New Jersey health department building for the second time that week to check whether the state had filed a death certificate for Patricia Quinn. The 26-year-old state police trainee had fallen into a coma in September after a series of boxing matches at the academy. She never regained consciousness, and her parents chose to end Patricia's life support just before Thanksgiving.

From the start, the state police had insisted Patricia's injury had nothing to do with the boxing matches. But several witnesses had said in interviews that she had been hit in the head at least twice while sparring, casting doubt on the official stance.

Since Patricia's hometown was in one of the counties covered by the Press, the paper had two local reporters assigned to the story. Since those reporters were based an hour away from Trenton, they had asked Karen to keep an eye out for the death certificate. And since I was Karen's intern, it was my job to do the legwork.

The health department worker I spoke with on Monday told me the certificate hadn't been filed yet, and likely wouldn't be ready for another week at least. Thanksgiving backs everything up, she said with a shrug.

But I had the time that morning, and the health department was right there. No harm in checking again, I thought.

Several minutes later, I was walking briskly to my car, a single sheet of paper clutched in my hand. It was a copy of the death certificate, issued that morning, that proved Patricia's death was a direct result of a blow to the head. Proof the state police had been mistaken at best, or outright lying at worst, about the role the boxing training had played in her demise.

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My boss had me fax the document to our colleagues in Asbury Park. The story made the front page of Thursday's paper, scooping all the other news groups in the state, and the reporters made sure I got a contributor's credit at the end. I said I felt guilty because I hadn't done any of the writing, but my boss clapped me on the shoulder and said – "You uncovered the truth. That's the most important part."

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## Research leads to opportunity

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It was my fourth week as receptionist and administrative assistant for Engel Communications, publisher of Medical Advertising News. Styli Engel, the fearsome editor-in-chief, had just left me a stack of cassettes containing interviews to be transcribed for the magazine's Top 50 Advertising Agencies issue.

"I know you're new to the industry," Styli had said in her brisk way, "so if you don't recognize a name or term, just give your best guess and flag it in the transcript. I can check and correct it later."

The tape pile was a little intimidating, but I had all day to finish the first three interviews, and I was grateful for work that was more in line with what I had been studying for. I had dropped out of college a few years before due to lack of funds, and I had taken the Engel admin job with the hope of returning to school part-time to finish my degree. With luck, I might even land a staff position at Med Ad News once I had my diploma in hand.

I popped the first tape in the player, adjusted my headset, and began typing. My knowledge of pharmaceutical advertising was limited to the old "plop plop, fizz fizz" TV commercial for Alka Seltzer. But while listening to the interview, I discovered that agencies were creating advertising for medicines treating everything from acne to cancer. I was fascinated by the descriptions of the ads and the different steps the agency had to take to get approval for their materials.

I transcribed as Styli had directed, putting question marks where I had guessed at spellings and ellipses where the recording had become difficult to hear. Before I knew it, the tape had ended. I saved the transcript file and glanced at the clock. At this rate, I would be done the requested three by lunchtime.

I opened the transcript file again and looked it over. The reporter in me couldn't let go of the empty spaces and spelling errors. At the very least, I could probably fix the spelling of the company names. Given how thorough the Med Ad News filing system was, it wouldn't take much time, and it would save Styli the effort. Plus, it would give me a chance to learn more about the business.

While pulling company files, I also found folders labeled with product names, some of which I recognized from the interview. I grabbed those as well, checking the names and correcting the ones I'd misspelled. As I worked on the second interview, I paused the tape when I heard a name or term I didn't recognize, then paged through the files stacked on my desk for the correct spelling before continuing the transcription. I spent my lunch break skimming press releases and making a list of abbreviations and other medical and marketing-related jargon on a yellow legal pad. By the third interview, I barely needed to hit the pause button.

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At the end of the day, I dropped the tapes and printouts of the three completed transcripts into the basket by Styli's closed office door and headed home. The next morning, a note from Styli was waiting on my desk. "See me," it read. I swallowed my nerves and approached her open office door. She motioned me in, and I sat in the chair she gestured at.

Styli tapped one of the printouts I'd left her the night before. "These were surprisingly clean," she said. "I hardly had to change anything. How did you do it?"

I told her I had looked things up in the files and fixed my mistakes before giving her the final transcripts. Styli stared at me for several seconds, then nodded.

"You're wasted out front," she said. "We need a fact-checker. I'll give you the job on the condition you finish your bachelor's degree. Deal?"

She held out her hand, and I shook it. "Deal," I said.

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## The gamble pays off

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I hung up the phone and stared at the wall of my tiny hotel room. The job I had moved to Tokyo for a few days before had just fallen through. Budget cuts had forced them to eliminate two open positions, including the one that I was supposed to sign a contract for the following afternoon. The managing editor was deeply apologetic. He said he hadn't told me sooner because he was fighting up until the last minute to try to save the job he'd promised me.

Always get a contract first, I wrote on the memo pad by the phone on the desk. I doodled a few flowers around the phrase, then started jotting down numbers. The cash in my wallet: 30,000 yen, or about \$300. The stash in my savings account: \$3,000. The number of days until my tourist visa expired: 86. The average number of weeks to get a work visa approved in Japan: 10 weeks, or about 70 days.

All of this meant I needed to find a job in the next 10 days, or I was going to have to leave the country.

Nothing would make my friends and family happier than to see me move back to New Jersey. They had all told me I was crazy, that Japan had too many earthquakes, too many people, too many strange foods, too much of a language barrier. My mother had worked herself into tears worrying about whether some strange Japanese doctor would give me penicillin without knowing I was allergic to it. "You could die!" she wailed.

I didn't tell my mom that I no longer feared death the way I had a year ago, before I flipped my car on an icy highway and walked away with a few scratches. I hung upside-down in the driver's seat for several minutes waiting for the paramedics, and decided then that my biggest fear was dying without having at least tried to pursue my dreams.

I rose from the hotel desk and gave myself a good shake. Living and working overseas was one of my dreams, and I was not ready to call this gamble a loss just yet. I reached for the copy of the Japan Times that I'd picked up at breakfast and began scanning the want ads. I drew big black circles around every single job I thought I could do.

Five days and three interviews later, I had a job teaching English speaking, writing and presentation skills to corporate and government employees throughout the Tokyo area. It was the start of one of the best years of my life.

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## One good thing

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"I sometimes think about jumping in front of a train," my 8 p.m. student, B., told me.

My entire body went cold. Conversations about suicide were not something I'd been told to expect when I was in training to teach English skills to Japanese businesspeople. If I was in the States, I would refer B. to human resources, and they could get him some help. But I had no such protocol to guide me here.

B. was staring at his lap intently. The silence stretched long between us. I had to say something, but what? I wasn't a doctor or therapist. What if I said the wrong thing and B. put his words into action?

I remembered a phone conversation I had had with a friend struggling with depression after the birth of her first child. She had been so convinced she was a horrible person and mother. I had gently reminded her of how kind she was and pointed out the ways in which she had helped me in the past. She seemed brighter when she hung up and told me a few weeks later our talk had really helped her.

I asked my student the first question I'd asked my friend back then. "Why?"

B. looked up at me. He clearly had not expected such a direct question. He thought for a moment, then said, "I'm just so tired. Everything is so hard, and I don't enjoy anything anymore."

I recalled what I knew about B. He was a foreign currency trader, and he had been working a lot of overtime lately. He lived alone, but he had mentioned a woman he was seeing in one of our earlier conversation practices.

"What about your girlfriend?" I asked. "Are you still dating her?" When B. nodded, I asked if he had told her what he just told me.

"Not really," he said. "She knows I have been depressed. Actually, she's been really patient with me."

"That's good," I said. "What kinds of things do you do together?"

B. began talking about the restaurant he and his girlfriend had gone to over the weekend. His shoulders straightened. He began moving his hands when describing the delicious food and the funny waiter who had served them.

"Sounds like you had fun then," I said.

"Yeah," B. said. He sounded a little surprised.

"So that's one good thing," I said. "What else have you enjoyed with her recently?"

B. smiled a little. "There was this romantic movie my girlfriend made me go see with her," he said. "I liked it a lot more than I thought I would."

The knot in my stomach loosened, and I smiled back "Oh really? Tell me about it."

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# How I Write

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## Contact and Communication Policies

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As we work together, it is important that we have fast and easy communication. During our project, I am available Monday through Friday, from 9 a.m. to 4 p.m. Eastern time. By far, the best way to reach me is through email at [carolyn@healthylivingcopywriting.com](mailto:carolyn@healthylivingcopywriting.com).

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## Discussing the Project and Questionnaire

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To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire through Google Docs. Please return it to me as quickly as possible — for most clients, that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

Between 3 and 10 business days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

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## Investment and Getting Started

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The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by direct bank transfer or apps like Zelle and PayPal.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

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## Research

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My research process is comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident that I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

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## Collaboration

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As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost-daily basis and prefer to be involved at just about every step of the way.

Which are you?

Please send me an email and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc. ...).

One other point ... I require that you assign me a single point of contact on your team. I will communicate directly with that person, and they will deal with your other team members as needed to obtain information and approvals.

Finally, I strongly encourage you to become familiar with Google Docs. I do all my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members, and the working document is always the current document — no need to worry about sending the wrong files or things getting lost.

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## Review of First Drafts

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Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft ... and third draft, as needed.

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## Revisions

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After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

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## Additional Reviews

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After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I will gladly work with you until you are delighted with the copy. In most cases, my clients find that one review cycle is enough. When more are needed, it is usually just one or two, and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

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## Final Approval

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Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double-check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

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## Follow-up Consultation

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Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

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## Services & Investment Chart

I specialize in the following services:

Service Description	Estimated Investment
Landing page	\$950-\$3,000
Email, short copy	\$250-\$2,000
Email, long copy	\$750-\$3,500
Email Autoresponders (Series)	\$150-\$1,000/email
Long Copy Sales Letter	\$3,000-\$5,000

I also provide:

Service Description	Estimated Investment
Website — home page	\$1,500-\$3,500
Website — other pages	\$750-\$1,250/page
Microsite	\$3,000-\$7,000
Site Audits	\$1,000-\$2,500
E-zine ad	\$250-\$1,000
Blog Post (depending on length)	\$100-\$800/post
PPC Ads with Keyword Research	\$75-\$350/ad
Social Media set-up	\$500/network
Social Media post and monitor/manage feeds (1-2 hours/day, 5 days a week)	\$1,000-1,500/month
Case Study	\$1,200-\$2,000
White Paper	\$2,000-\$7,500

Newsletter	\$600-\$1,500/page
Article or Advertorial	\$1-\$1.50/word
Press Release (1-2 pages)	\$500-\$1,000

This schedule is an estimation and may vary depending on the size of the project and how much research is involved. My services are not limited to this chart, but it can serve as a guideline for those not listed.

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