

INKLY COPY



Aspirational copywriting services and compelling websites
to support small business owners & freelance creatives.

Tell your story with beautiful and compelling professional copywriting.

With Inkly Copy you'll enjoy a creative & collaborative process where we:

- Explore the psychology of your ideal customer.
- Discuss your business marketing and promotion strategy.
- Develop your brand tone of voice and messaging to create a confident, clear and consistent communications strategy.
- Create copy for your website, blog, editorial or other outlet that actively contributes to growing your business.

Let's dive in.

Emily.



Aspirational Website Copy.

Blog Writing & Editorial Content Services

Newsletters, Email Sequences & Exclusive Content Creation Services

Marketing Materials

"I approached Emily for help with writing copy and reconfiguring my website. She instantly 'got' me, my services and what my brand is all about and managed to capture the very essence of me and what I wanted to say, in a concise, engaging and flowing way.

Thanks to her my website now reads more clearly and effectively and I really believe that it reflects who I am and how I deliver my services. She over-exceeded my expectations and I'm thrilled with the look and feel of my website.

Thank you!"

- Shoreline Pilates



COPYWRITING SERVICES

WEBSITE COPYWRITING



Find higher levels of engagement from the right people for your business products and services by having every word on your website written by a professional copywriter.

Achieving the perfect balance of clear and concise expression, an engaging tone and a beautifully consistent voice can be difficult, which is why collaboration with a professional copywriter will prove to be the icing on the cake for your business website.

Whether you've got a personal story to tell, complex services or working processes to explain, or you simply need someone on the outside to provide some clarity, the creative process will be invaluable.

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COPYWRITING SERVICES

BLOG WRITING & EDITORIAL CONTENT



Sharing the voice of your business with the world can be a daunting and time consuming undertaking. But we all know the importance of being seen and heard on a regular basis by our clients - and the challenge of finding time to create meaningful content.

So, it's time to outsource the creation of all that valuable written content that helps your business flourish and bloom, so you can focus on serving your clients.

From monthly blog posts, guest posts to one-off magazine editorials, let's make sure every word counts and contributes.



COPYWRITING SERVICES

NEWSLETTER, EMAIL SEQUENCES & EXCLUSIVE CONTENT



To have the best opportunity of building trust with your new clients, you'll want to invite them into an ongoing conversation, beyond their visit to your website.

We can kickstart the relationship with the creation of a piece of exclusive give-away content, that speaks to your ideal customers needs, whether it's a downloadable guide, mini e-book, infographic or anything else.

From there, we can design the perfect newsletter flow to allow your clients to feel valued by your brand and appreciative of your communications. No pestering or hounding, no pressure selling or clunky funnels, I absolutely promise.

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COPYWRITING SERVICES

MARKETING MATERIALS



Despite the fact that we're moving into an increasingly paper-free world, there are still times when only the printed word will do.

And for these occasions, whether it's a promotional postcard, a leaflet, printed resource, press release, newspaper or magazine advertorial or anything else, let's make sure your brand voice is clear, concise and consistent and your core message and values are infused into every word.

SERVICES MENU

GUIDE PRICE LIST

Website Copywriting Services.....starting from £1,000

Blog Writing & Editorial Content Services.....starting from £120

Email Sequences & Exclusive Content Creation Services.....starting from £350

Marketing Materials.....starting from £50



GOOD TO KNOW

KIND WORDS

“WOW!!!! Oh my goodness we love it!
The website is amazing, the wording is perfect and we are blown away with the photos, you have both captured us so well and the website is so us!
We cannot thank you enough!”

- Lisa, Rockers & Rollers Day Nursery

"I couldn't have asked for a better person to support me through the process of creating my website. Emily's knowledge and understanding of what I needed from my site, as a business, was second to none. Her design ideas and brilliant copy brought it all to life, creating a true reflection of my business and me. I couldn't recommend her more."

- Katie Garland Designs

“Emily has designed the perfect website and content which reflects our wedding venue superbly.
Within a couple of weeks of launching our new site, our enquiries have already increased and we have received many comments on how contemporary and fresh the new site is.”

- Kate, The Reid Rooms

“Emily brought a breath of fresh air to the process of redesigning our website. She completely understood what we wanted and came up with some brilliant ideas to make our site work for us, as well as writing engaging copy and making it look so much more professional.”

- Kirstie, Project Factory

