

BRAND STRATEGY & COPYWRITING

NOVELLA UNTOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tellus et turpis vestibulum, eu dignissim mi rutrum.



BRAND STRATEGY & COPYWRITING

NOVELLA UNTOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tellus et turpis vestibulum, eu dignissim mi rutrum.



NOVELLA UNTOLD

HELLO *and* WELCOME



If you're looking to achieve the specific result that my program offers, then you've come to the right place. Name Program is the foundation to help you achieve your ultimate desire.

Together we will uncover the biggest problem, get to the bdolor sit amet, consectetur adipiscing elit. Pellentesque semper velit a lorem pellentesque, molestie viverra mi molestie. Donec arcu tortor, cursus quis egestas eu, malesuada vulputate lorem.

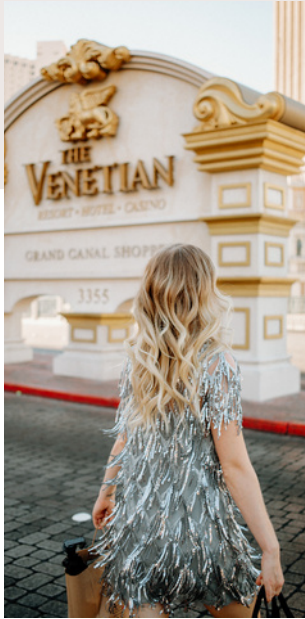
I'd love the honor to do this with you.

YOUR WRITER,

Ciaflin

NOVELLA UNTOLD

HELLO *and* WELCOME



Thank you so much for your interest in premium service. I'm honored that you've chosen me as your designer to guide and support you in your journey to freedom in building the business of your dreams! Below is a proposal based on our conversation with next steps to lock in your spot.

cheers!

I'M *Caitlin*



**COPYWRITER &
BRAND STRATEGIST**

**Here to help you turn
your biggest story into
words that connect
with your audience.**

Nullam id tempor est, eu sodales est.
Nullam lacinia enim ac nulla tristique
pulvinar. Nullam eu rutrum lorem, ut
pulvinar lacus. Etiam sapien justo, lacinia
ut arcu rutrum, imperdiet malesuada.

Vestibulum ut justo vitae tellus laoreet
placerat et eu nulla. Aliquam gravida
enim diam, sed posuere ipsum eleifend
ac.

**Together, we'll craft a beautiful and
strategic website to achieve your
biggest desire.**

A little birdie told me you're ready to have
your story told and build a connection

I CAN HELP YOU WITH THAT.



I'M

Caitlin

**COPYWRITER & BRAND
STRATEGIST**

Nullam id tempor est, eu sodales est.
Nullam lacinia enim ac nulla tristique
pulvinar. Nullam eu rutrum lorem, ut
pulvinar lacus. Etiam sapien justo, lacinia
ut arcu rutrum, imperdiet malesuada
massa.

Vestibulum ut justo vitae tellus laoreet
placerat et eu nulla. Aliquam gravida enim
diam, sed posuere ipsum eleifend ac. Cras
venenatis tortor nisi, in porttitor velit
suscipit accumsan.

Nullam id tempor est, eu sodales est.
Nullam lacinia enim ac nulla tristique
pulvinar. Nullam eu rutrum lorem, ut
pulvinar lacus.

Vestibulum ut justo vitae tellus laoreet
placerat et eu nulla. Aliquam gravida enim
diam, sed posuere ipsum eleifend ac. Cras
venenatis tortor nisi, in porttitor velit
suscipit accumsan.

Ready to get started?

NEXT STEPS

01

Read Proposal

Our time together will be personalized based on your needs in your journey!

02

Sign Contract

This details the agreement we're both making to each other!

03

Payment Option

You have your choice to choose the best payment option that fits for you!

OVERVIEW

Brand Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tellus et turpis vestibulum, eu dignissim mi rutrum. Donec maximus pellentesque odio, at tempus erat tincidunt maximus.

Website Copy

Proin quam ipsum, aliquam aliquet odio nec, dictum varius ante. Aenean imperdiet aliquam metus.

Email Copy

Aliquam dignissim sem eu quam dapibus, ut luctus felis ornare. In elementum condimentum turpis, sit amet auctor nulla iaculis id. Nam lorem justo, molestie eget felis at, tincidunt aliquet erat. Integer ut semper tellus.

Features

- Lorem ipsum dolor sit amet, consectetur
- Nullam ullamcorper tellus et turpis vestibulum, eu
- Donec maximus pellentesque odio, at tempus erat

THE PROPOSED TIMELINE FOR THIS PROJECT
IS 2-3 WEEKS* IN THIS PROPOSED ORDER:

Phase 1 (4 days)

Brand Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tellus et turpis vestibulum, eu dignissim mi rutrum. Donec maximus pellentesque odio, at tempus erat tincidunt maximus.

Aliquam dignissim sem eu quam dapibus, ut luctus felis ornare. In elementum condimentum turpis, sit amet auctor nulla iaculis id.

Phase 2 (1 week)

Email Copy

Nam lorem justo, molestie eget felis at, tincidunt aliquet erat. Integer ut semper tellus. Proin quam ipsum, aliquam aliquet odio nec, dictum varius ante. Aenean imperdiet aliquam metus. Donec maximus pellentesque odio, at tempus erat tincidunt maximus.

Phase 3 (1 week)

Website Copy

Nam lorem justo, molestie eget felis at, tincidunt aliquet erat. Integer ut semper tellus. Proin quam ipsum, aliquam aliquet odio nec, dictum varius ante. Aenean imperdiet aliquam metus. Donec maximus pellentesque odio, at tempus erat tincidunt maximus.



Our Communication

On this page detail the way in which you'll work together. How many Zoom calls will you have? Are you going to record the sessions? If so where can the client find the recorded session? Maybe you have dedicated check-in or feedback calls but most of your communication is done outside of Zoom. Include these details.

How will you communicate outside of Zoom? How can your client get in contact with you? Is email the best way to reach you? What about Voxer or Slack? Include where outside communication will be so your client understands not to send you voice notes in places like your Instagram account.

Will you have a project management tool to do a lot of the communication for you? What additional forms of communication or tools to communicate are inside your service?

Do you have office hours? Or maybe you have a window where you respond to calls? I allow my clients to contact me 24/7 but they know I'll get back to them when it's best for me. Ie, after I've had a full cup of coffee.

Write up full communication with your client over the duration of your service on this page. Then place the correct links for your client below.



ZOOM

<https://us06web.zoom.us/j/123456789>

VOXER

<http://web.voxer.com/u/yourname>

Your Action Items

Here is a great place to detail what you expect your client to fulfill for the completion of your service. Are there any action items your client needs to complete in order to reach each milestone?

Depending on if you're a service provider or coach this will look a little bit different. In the example of a designer, the client will need to provide sales page copy, high res imagery, and anything else that's needed to complete the service.

Whereas a coach on the other hand may have created educational videos for their clients to watch and have them hosted inside a learning portal.

Any worksheets, workbooks, templates, and short-cut helpful tools should be named here and where your client can expect to find them, like a personal google drive folder.

If you provide feedback to your client's work be sure to detail here what that means, how often they'll have assignments, and when they are due. What can they expect working with you? How much feedback do you provide and when?

Once you've detailed your client's action items for your service, provide the detailed links of what they need below.



CLIENT PORTAL

put client portal link here

GOOGLE DRIVE FOLDER

put client google drive folder here

My Secret Weapon

This third page is where you get to add your secret sauce. The "love on me" page. What makes working with you special and different from the other options your prospect could choose in the space?

Are they getting creative direction on their creative material? Are you a messaging queen and providing copywriting revisions and edits on your writing materials? Maybe you're a previous school teacher and creating a curriculum with your clients is your specialty.

This space can also be used to simply dive deep into your background story to make your client feel seen and that they've chosen the right person to lead them through this transformation. The, been there done that story, that makes you the perfect guide for them.

Use this space however you wish as the third reason to believe your client is in the right place and what they receive when they work with you.

For me, I provide creative direction, my design expertise, and provide my clients with designed templates.

If there's anything to include link-wise in this section, include it below.



XYZ TEMPLATES

put templates to help your client here

XYZ RESOURCES

put resources to help your client here

Your Learning Portal

If you don't need to use three pages to detail how you'll work together with your client, then use this one-pager. If you're just starting out, I suggest using this until you have a better understanding of your services and how you and your client fulfill the work.

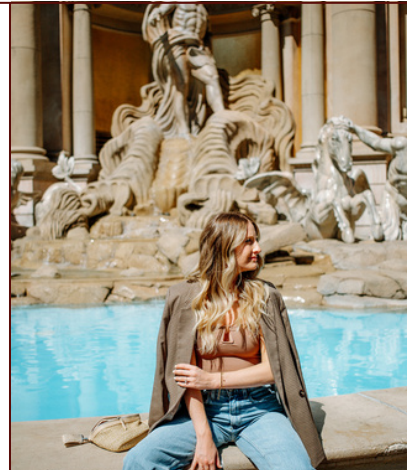


Your Weekly Action Items

Pellentesque at leo scelerisque ligula semper ultrices in at orci. Integer sit amet pulvinar diam, at malesuada felis. Fusce risus neque, rhoncus id maximus nec, consectetur vitae ligula. Duis vel consectetur dolor.

Your Tools & Resources

Integer a augue ante. Vestibulum interdum velit a magna imperdiet ultricies. Pellentesque dolor justo, tempus et pellentesque eu, accumsan sit amet justo. Vestibulum vitae pharetra felis.



This Program Was Designed For

Aenean tincidunt metus id sollicitudin sodales. Vivamus eget eleifend purus. Duis sit amet rhoncus ipsum. Cras congue convallis sapien eu ultricies. Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit. Ut quis justo vitae odio auctor congue ac et enim. In at leo malesuada, finibus risus quis, dignissim arcu.

Maecenas vitae nisi pellentesque, sodales felis sit amet, aliquam ligula. Suspendisse faucibus a quam in dignissim. Fusce lacinia varius diam vitae aliquam. Vivamus ornare blandit consequat. Aliquam lorem turpis, porttitor quis vulputate et, sagittis eu orci.

Cras congue convallis sapien eu ultricies. Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit.

We Are Not A Match If

Aenean tincidunt metus id sollicitudin sodales. Vivamus eget eleifend purus. Duis sit amet rhoncus ipsum. Cras congue convallis sapien eu ultricies.

Maecenas vitae nisi pellentesque, sodales felis sit amet, aliquam ligula. Suspendisse faucibus a quam in dignissim. Fusce lacinia varius diam vitae aliquam. Vivamus ornare blandit consequat. Aliquam lorem turpis, porttitor quis vulputate et, sagittis eu orci.

Cras congue convallis sapien eu ultricies. Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit. Duis sit amet rhoncus ipsum. Cras congue convallis sapien eu ultricies. Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit.

YOUR SUCCESS IS MY SUCCESS

Meet



Name

POSITION AND OR CAREER TITLE

Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit. Ut quis justo vitae odio auctor congue ac et enim. In at leo malesuada, finibus risus quis arcu.

Maecenas vitae nisi pellentesque, sodales felis sit amet, aliquam ligula. Suspendisse faucibus a quam in dignissim. Proin malesuada accumsan tortor a fringilla. Fusce lacinia varius diam vitae aliquam.

Vestibulum tempor maximus pellentesque. Etiam quis urna efficitur, accumsan ante ut, semper lectus. Fusce a ipsum malesuada, aliquam mi et, commodo nulla. Aenean vitae ultricies metus, vel cursus purus. Vivamus ornare nulla quam, nec feugiat ligula lacinia venenatis.

YOUR SUCCESS IS MY SUCCESS

Meet



Name

POSITION AND OR CAREER TITLE

Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit. Ut quis justo vitae odio auctor congue ac et enim. In at leo malesuada, finibus risus quis arcu.

Maecenas vitae nisi pellentesque, sodales felis sit amet, aliquam ligula. Suspendisse faucibus a quam in dignissim. Proin malesuada accumsan tortor a fringilla. Fusce lacinia varius diam vitae aliquam.

Vestibulum tempor maximus pellentesque. Etiam quis urna efficitur, accumsan ante ut, semper lectus. Fusce a ipsum malesuada, aliquam mi et, commodo nulla. Aenean vitae ultricies metus, vel cursus purus. Vivamus ornare nulla quam, nec feugiat ligula lacinia venenatis.

YOUR SUCCESS IS MY SUCCESS

Meet



Name

POSITION AND OR CAREER TITLE

Nam semper ultrices felis, quis ullamcorper turpis venenatis blandit. Ut quis justo vitae odio auctor congue ac et enim. In at leo malesuada, finibus risus quis arcu.

Maecenas vitae nisi pellentesque, sodales felis sit amet, aliquam ligula. Suspendisse faucibus a quam in dignissim. Proin malesuada accumsan tortor a fringilla. Fusce lacinia varius diam vitae aliquam.

Vestibulum tempor maximus pellentesque. Etiam quis urna efficitur, accumsan ante ut, semper lectus. Fusce a ipsum malesuada, aliquam mi et, commodo nulla. Aenean vitae ultricies metus, vel cursus purus. Vivamus ornare nulla quam, nec feugiat ligula lacinia venenatis.

*Ready to achieve what
you've always desired?*



NOVELLA UNTOLD

Milestones

Phase 1: Brand Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse nisi diam, malesuada semper sodales lacinia, eget.

Phase 2: Email Copy

Vestibulum egestas, mauris sit amet malesuada lobortis, tortor erat diam, ac lobortis diam erat vel leo. Donec egestas.

Phase 3: Website Copy

Nullam ornare nisl ipsum, non convallis augue tincidunt sed. Aliquam mattis est pretium nunc lacinia sodales. Nulla sodales imperdiet eros non vehicula.

What's Included

Communication

- One 45 min kickoff call
- Three 90 min per month
- Personal Voxer line
- Feedback and revisions

Action Items

- Educational training videos
- Curriculum reading material
- Worksheets and resources

Creative Direction

- Branding + positioning
- Photoshoot planning
- Branded templates

Together we'll dolor justo, tempus et pellentesque eu, accumsan sit amet justo. Vestibulum vitae pharetra felis.

I'd love to get to know you, your ambitions and biggest goals. Book a no-strings-attached call and we'll have an honest conversation about private coaching and see if the stars are aligned!

BOOK YOUR CALL



Thank you!





NOVELLA UNTOLD

Your Payment Options!

BEST SAVINGS!

***One-time
payment of***

\$4,700

BEST VALUE!

***Two monthly
payments of***

\$1,270

EXTRA CUSHION!

***Three monthly
payments of***

\$700



NOVELLA UNTOLD

Choose your package below!

BEST SAVINGS!

***One-time
payment of***

\$12,345

BEST VALUE!

***Two monthly
payments of***

\$6,789

EXTRA CUSHION!

***Three monthly
payments of***

\$125

BAM!

YES GIMME!

THIS ONE!

By clicking on the chosen button above you will be prompted to an automatic email where you can send along your payment choice. Once complete, I will send you your contract!