

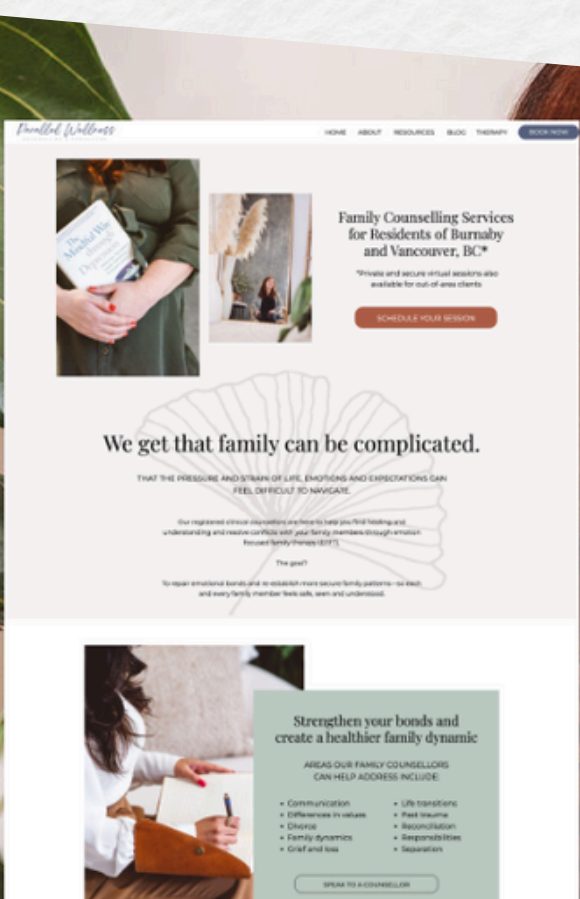


CASE STUDY

Brand Messaging, Brand Voice, and Website Copy Overhaul

How My Client Took Her Website from “Cold and Sterile” to “Warm and Human”

AND SAW A 600% INCREASE IN WEBSITE INQUIRIES



Meet Your Copywriter for *Coaches* and *Service* *Providers*

HI, I'M VAL!



My signature approach of copy *rooted in research and inspired by poetry* turns your ideas into experiences people can imagine and feel, resulting in emotionally-moving copy that brings your audience's innermost desires to life and gets your perfect-fit leads taking action.

It's why I get feedback like this all the time -

"Val is my favorite copywriter."

"I would work with Val one million times over."

"She nailed it on the very first draft!"

"You can't afford to not hire Val."

Join me as I walk you through my client Meredith's website copy project and see exactly how I helped her see a 600% increase in website inquiries and develop a memorable brand people trust so you can picture just how I can help you with your copy needs, too!

VAL CASOLA
Writes

From "Sterile" and "Cold" to *Warm* and *Human*

Parallel Wellness, a mental health counseling center in British Columbia, has served its neighbors for 12+ years.

Founder Meredith Mackenzie and her team of counselors knew their practice was a loving and empathetic place for all to be themselves, unpack their trauma, and receive support without judgement...

But they knew their website didn't portray that.

Meredith felt her website was too "sterile" and failed to portray the warmth and compassion her team had to offer.

This often happens to professionals who are amazing at what they do and know how to explain "what" they offer - but struggle to convey how they do it and why it matters.

She knew this disconnect was repelling perfect-fit clients from her services...

But the idea of updating her messaging on her own? *Daunting, especially when Meredith already felt stretched too-thin.*

Meredith wanted the most "kick-ass" counseling website in her area - one that showcased her team's expertise while creating warm, genuine connections with her audience.



What was going on or how were you feeling before our copy project? *

Overwhelmed with the amount of work creating a new website would be. I felt like I was leaving "money on the table" and missing out on client opportunities because our website wasn't as strong as I knew it could be. I felt stretched too thin, knowing I could take on the project myself, but that I simply didn't have the time. Putting my entire team's expertise into words was overwhelming and I didn't feel confident that I could do it justice.

Enter the Val Casola Writes Copy Studio



HERE'S HOW I HELPED:

1.

I WROTE HOW MEREDITH'S PEOPLE TALKED

Through thorough Voice of the Customer Research, I learned how people talked about the therapy - from the struggles that made them desire it, what they wanted to get out of it, why they don't follow through scheduling an appointment, and what they might have tried instead.

I took this language and infused it into Parallel Wellness' new website copy to create **a strategic brand narrative that felt relevant and desirable to those considering their services.**

I really wanted to create the thought: *"Wow. The team at Parallel Wellness knows what I'm going through and what I want to achieve. They don't even know me - but they know exactly what I need right now. I should schedule an appointment with one of their counselors!"*

Pain Points/ Struggles	Desires	Objections	Limiting Beliefs
A bit less than a year ago, following a series of unfortunate events in my life, I had reached a really low point. Emotionally, mentally and physically drained, I knew that I needed to find the strength to continue living	Therapy has given me a new perspective on the world, coping skills, and a new peace I've been lacking my entire life.	COST. This is a HUGE one! Therapists are expensive. And many insurance providers will either pay for only limited sessions or none at all. This leaves many people paying out of pocket at some point. And let's face it. Many of the people who could benefit the most from therapy are least able to pay for it. When it comes down to eating and paying rent vs therapy, most choose the former.	I'm afraid. In fact, I'm terrified.



2.

I POSITIONED THE TEAM AS WARM & HUMAN EXPERTS

Meredith has a very knowledgeable team of experts well-equipped to offer a variety of counseling services. Her old website only described their credentials and areas of focus, making it difficult for potential leads to connect with them.

In the counseling center's new copy, I made sure to humanize Meredith's team by spotlighting their personal philosophies and interests. **Now, new leads can get to know their potential counselors and form connections with those who could sit across the room from them.**

3.

I ANTICIPATED THE QUESTIONS AND CONCERNS OF THE TEAM'S PERFECT-FIT LEADS

Seeking out therapy can be a very vulnerable experience for many, and naturally, people will have questions and hesitations during the process.

In Meredith's new copy, I provided answers to common questions and addressed common objections when they were likely to come up for her reader's as they explored counseling services with Parallel Wellness.

Not only does this save Meredith and her team time qualifying leads, but it builds a lot of trust with her audience very quickly by showing they know what their readers are thinking and feeling.

The *New* Parallel Wellness Website Copy

EXPERIENCE EMOTIONAL RELIEF AND FIND YOUR NEW WAY FORWARD

With mental health counselling for
Burnaby and *Vancouver* residents*

Connect with registered clinical
counsellors specializing in *anxiety* and
depression, *couples* and *individual*
therapy, emotion-focused *family* therapy
and *eating disorders*

SOMETIMES IT TAKES GETTING THROUGH
THE *HARD* TO GET TO THE GOOD.

A healthy and fulfilling
life is waiting for you.

Yes, you.

Even if your emotions leave you drained, overwhelmed, and stuck
binging Netflix in bed. Even if you struggle to communicate with and
feel resentful towards your most important and valued relationships.
Even if you feel uncomfortable in your clothes, in front of your bedroom
mirror, and around the dinner table.

You have the power to decide how you want to move forward with your
life. You might just need a little help—and that's exactly what we do.

Meredith's Story

Meredith spent most of her teen and early adult years under the spell of diet culture. Consumed by Slim Fast and Nutrisystem advertisements, weekly cheat meals and an explosion of body makeover-themed reality television shows, she began to develop behaviours of disordered eating that eventually turned into binge and emotional eating.

This experience and her own binge eating recovery led Meredith to the field of psychology and the world of intuitive eating.

Now, she supports other women through their disordered eating struggles as an eating disorder therapist so they can feel at peace with their bodies and truly enjoy the food they eat without shame and guilt.

[MORE ABOUT MEREDITH](#)

[TAP HERE TO
VIEW THE
LIVE SITE](#)

We get that family can be complicated.

THAT THE PRESSURE AND STRAIN OF LIFE, EMOTIONS AND EXPECTATIONS CAN FEEL DIFFICULT TO NAVIGATE.

Our registered clinical counsellors are here to help you find healing and understanding and resolve conflicts with your family members through emotion focused family therapy (EFFT).

The goal?

To repair emotional bonds and re-establish more secure family patterns—so each and every family member feels safe, seen and understood.

Life is full of twists, turns and pit stops you could never have expected.

AND WE DON'T GET TO PREPARE FOR THE AFTERMATH—ANXIETY, STRESS, FEAR, NEGATIVE SELF-TALK, TRAUMA RESPONSE, ARGUMENTS AND CONFLICT...

Maybe you don't recognize the person you love—or the person you've become.

Maybe your fears are keeping you from enjoying life. Feeling good in your clothes, socializing with friends, or trying new hobbies.

Maybe you don't know how to understand and cope with your heavy emotions or experiences. If life's feeling extra hard these days—one of our qualified mental health professionals can help.



You're in the right place.

Our counsellors are committed to treating you like a real human being. There are endless possibilities for growth and peace waiting for you.

We'll encourage you to do the hard things—and we'll be right by your side. It's going to be challenging, but it's going to be worth it. Because *you're* worth it.

CONNECT WITH A COUNSELLOR TODAY

The “*Kick-Ass*” Results Meredith Wanted, *In Real Life*

HER BUSINESS FOUND ON PAGE 1 OF GOOGLE
A MEMORABLE, TRUST-WORTHY BRAND PEOPLE KEEP COMING BACK TO
INCREASED ENGAGEMENT AND TRUST LEADING TO BOOKED APPOINTMENTS



WHAT MEREDITH’S NEW COPY HELPED
HER ACHIEVE:

- **Leads Are Finding Meredith on Google:** 584 of 1,702 appointments booked in 2024 came from Parallel Wellness showing up in organic search results
- **Visitors Are Exploring and Enjoying Her Website:** Leads are scrolling further down each page and clicking more links, getting to know Meredith, her team, and how they can help
- **People Are Remembering Parallel Wellness:** Leads are visiting Meredith’s website 4X more often, meaning her brand is becoming more memorable, trustworthy, and something people want to experience again and again.

AND IN CASE YOU’RE A NUMBERS GAL...HERE’S THE DATA:

- 397% growth in website sessions driven by organic traffic (*Find her on Page 1 when you search “eating disorder therapist burnaby” or “mental health counselling burnaby”*)
- 312% increase in returning website users
- 375% increase in engagement on the website
- 600% increase in inquiry forms filled out

What Meredith Has To Say

"I would work with Val a million times over!"

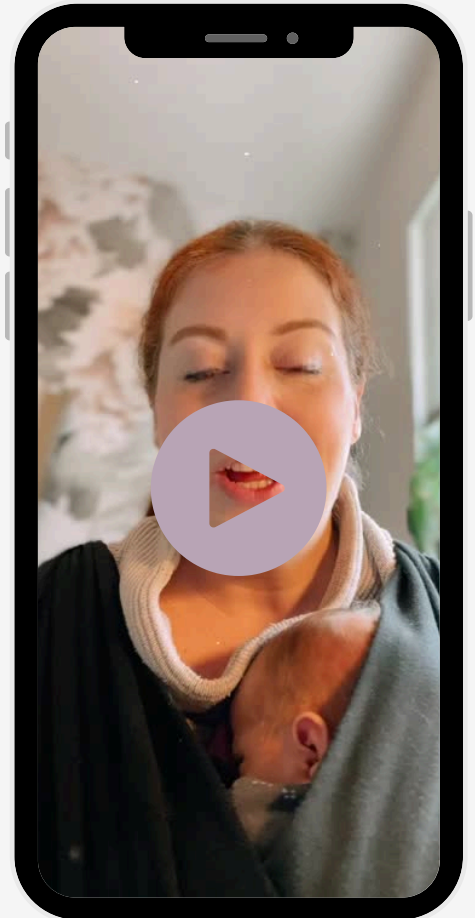
I'm a registered clinical counselor with a **brand new beautiful clinic website** with copy written by Val that I am so happy with!

I felt so overwhelmed about my website copy. Writing it seemed like such a daunting task, but I knew it had to be done because our website was leaving money on the table

Working with Val was such a wonderful experience. **She made the process so simple and organized**, and she pulled our ideas and messaging together in a way that **captured our voice and my vision so perfectly**.

She gave us a really nice professional tone of voice while keeping the *warmth* and *humanity* I really wanted.

[View the Live Site →](#)



Tap here to hear it from Meredith herself!

What was something you really enjoyed about our work together? *

How easy it was to communicate and the process of seeing all the information we provided come together in the end.

How has that situation or feeling changed after working with me? *

Val made the whole process so dang easy and rewarding. She was organized and on top of every little detail so nothing got missed. I loved how she captured the professional yet warm tone I wanted for our company. I fully trusted her to put each page of our website together in a way that would make our service offerings shine.

What would you tell someone else who is considering working with me? *

Val will get it done! Be ready to dive deep, and you'll come out with a website you're truly proud to show off!

PARALLEL WELLNESS CASE STUDY

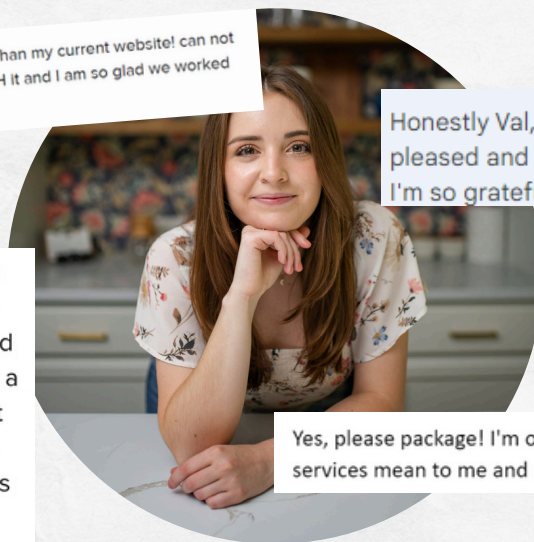
Feeling like you're *leaving money on the table* with your website copy?

I'D LOVE TO BRING YOUR BRAND VISION TO LIFE
AND GET MORE OF YOUR PERFECT-FIT PEOPLE TAKING ACTION.

I can't believe this is my copy... done??? so good? so much better than my current website! can not even compare. I just know this is going to make my design WORTH it and I am so glad we worked together.

Honestly Val, these are outstanding. I'm really, really pleased and feel like they are very nearly ready to use. I'm so grateful for you.

Val is a pleasure to work with. She knows what she's doing so you can trust her to express what you do and who you are very well. I use humor a lot and she was able to capture that so well. I feel great about my copy! Money was very well invested in this service.



Yes, please package! I'm obsessed. You have no idea how much your copywriting services mean to me and my businesses!

If you're a coach or creative service provider wanting to turn your quiet website traffic into more conversions from perfect-fit leads - without compromising your Brand Vision or Voice...

I only take on a small number of Done-For-You copy clients every month so I can dedicate *my full attention* to helping you craft a message that speaks directly to your people and gets them excited to act.

[APPLY TO WORK WITH ME](#)

VALCASOLA.COM