

The BTL Library Card



BETWEEN THE LINES COPYWRITING
LIBRARY CARD — VIP WRITING DAY DETAILS

A person is sitting on a bed with white sheets, holding two magazines. The magazine on the left is a Lancôme catalog featuring two women's faces and several makeup products. The magazine on the right is the cover of Vogue magazine, featuring a woman in a blue outfit. The person is wearing a white long-sleeved shirt and blue jeans. A semi-transparent grey box is overlaid on the image, containing text.

“Ugh, I wish someone else could just
freaking do this *for me*.”

— YOU, EVERY TIME YOU SIT DOWN TO WRITE
OR PLAN CONTENT FOR YOUR BUSINESS.

T H E S O L U T I O N

What's the deal?

You, me, and your to-do list. Spend a day at the BTL Library and check off all your content writing tasks in just eight hours or less!

Think about the last time you sat down to write a blog post, or an email, or a caption, or even your tagline. How long did it take you?

If you found yourself agonizing over what to write, or second-guessing whether or not it was good enough, or worrying about whether your ideal clients were going to relate to it, then YOU are who I created the BTL Library Card for.

As a business owner, time is the most important resource you have. So why spend precious hours stressing over writing your own copy and content, when you could hand it over to a professional and have all of it done for you in a matter of hours?!



“I had a wish list a mile long that kept getting stalled because I spend hours (or days) staring at a blank screen. Sara was able to get me over that hurdle and make progress on some things I've wanted to get done for a long time — and now finally can! Sara was extremely communicative throughout our day together and produced awesome work.”

— BRYN, GREY & GOLD CREATIVE

How does it work?

1) You'll inquire about booking your day at the BTL Library, and tell me a bit about what you hope to accomplish.

2) We'll have a discovery call to chat about the specifics of the tasks on your copy to-do list, and what your goals are. Then, we'll make a game plan.

3) You'll secure your spot with a 50% deposit and a signed contract. Next, I'll send a personalized questionnaire your way, so you can give me all the deets about your brand and the projects you'd like me to complete.

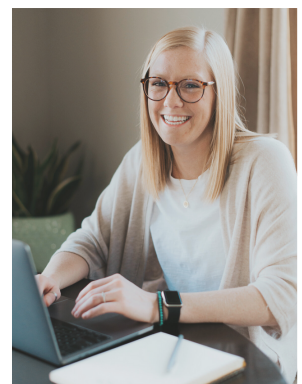
4) The night before, you'll receive an email from me outlining the schedule of our day together (and there may or may not be a special surprise...).

5) Our day will begin with a quick kickoff call to chat about your projects, and then I'll get straight to work!

6) You'll receive your deliverables as I finish them, and we'll spend the day chatting on Slack and hopping on and off of review calls as needed. Some people like to chat all day, and some prefer to simply have the kickoff call and a short review — how much we communicate is totally up to you!

“This was the best investment I've made in a long time! Sara is excellent to work with, and the hands-off experience was great for me, because words don't come so easily lately! I now have SO much content for the next few months. I cannot wait to work with her again!”

— CASSIDY, SIMPLY LYNN'S CREATIVE



What can we accomplish?

EACH DAY AT THE BTL LIBRARY IS COMPLETELY CUSTOM AND PERSONALIZED TO YOUR PREFERENCES, BUT HERE ARE A FEW IDEAS OF THE TYPES OF PROJECTS WE CAN WORK ON TOGETHER.

Blogging

- Blog strategy and planning
- SEO-optimized blog posts
- Blog post templates

Email Marketing

- Lead magnet copy
- Welcome sequences
- Promotional sequences
- Newsletter development
- Email templates
- Flodesk setup

Social Media Content

- Startup advice for new freelancers
- Launch strategy advice
- SEO wellness check
- Course launch planning

Small Copy Projects

- Complete web copy audit
- Mid-length sales page*
- Rewrite of existing web pages
- Pre-publish web copy planning

Search Engine Optimization

- Web copy optimizations
- Title tags / meta descriptions
- SEO titles, headlines, URL slugs
- Profile optimizations (IG, Pinterest bio and boards, Google My Business, etc)

Social Media Content

- Instagram captions
- Social media bios
- Content planning

*Available depending on project specifics, and subject to additional fees.

GET YOUR BTL
LIBRARY CARD

Frequently Asked Questions

This all sounds great, but... how much is it?!

Full day passes to the BTL Library start at \$2000. However, if you're an email list subscriber of mine, you automatically receive \$100 off.

What can you REALLY accomplish in a day?

A lot more than you'd think. Because you'll have filled out a questionnaire prior to our day together, I'm able to do all of the necessary research before getting started the morning of, so I can ensure that I know *everything* I need to know in order to be able to hit the ground running.

We'll also chat about the specifics of what you'd like to get done on our discovery call, and make a decision about what's realistic to complete, so you'll know exactly how much I'll be writing. (Hint: It's a lot.)

I'm hoping to work on a website copy project with you. Is this something I can use my BTL Library Card for?

Sorry, friend — website copy, brand messaging, and launch projects require a bit more time, so they're not included in the BTL Library's offerings. However, we can work on other copy projects in the same copy/launch family, like web copy audits, email sequences, mid-length sales pages, tagline / mission development, and so on!

For more information about my other services, click [here](#)!

A grayscale photograph of a person with long hair, seen from the side, standing in a library. They are holding an open book and looking at the shelves. The shelves are filled with books. A semi-transparent white box is overlaid on the center of the image, containing text and a button.

LET'S GET STARTED

SAY GOODBYE TO THE BLANK CURSOR BLINKING
EXPECTANTLY BACK AT YOU FROM THE OTHER SIDE OF THE
GOOGLE DOC, AND SPEND THE DAY AT THE BTL LIBRARY.

[BOOK NOW](#)