

WHAT'S THE BIG DEAL ABOUT WORDS ANYWAY?

8 reasons why your
business **needs** a
professional copywriter.

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Bohemia Copy + Content Studio

BOHEMIA COPY + CONTENT STUDIO

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Any enquiries about content creation, article creation, professional copywriting, guest blogging, article writing, interviews, speaking engagements and affiliates can be directed to sarah@sarahlouisebidmead.com

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ABOUT BOHEMIA COPY + CONTENT STUDIO

I'm Sarah; a tea-loving, Gold Coast based copywriter and content marketer, passionate about customer-focused content creation. My team and I help intentional, purpose-led, service based business owners share their unique message to the world.

If you're looking for a content partner to help you share your story, [in a unique and non-salesy way], connect with your customers [so you authentically grow a thriving community], create an impact in your industry [so you're seen and known as the go-to biz] and use content to drive seamless sales [because who needs the stress of unseamless sales], then **Hello & Welcome!**

At Bohemia we believe that words have power. We strategically craft bespoke content which speaks directly to your ideal customers whilst reinforcing your bigger business goals.

We write for savvy service providers in the B2B and B2C space. Our speciality is creating personality-rich, conversational and purposeful copy which allows you to stand out and connect with more of the clients you LOVE so that you can increase your customer base and customer retention.

If you need copy, we would L-O-V-E to get our stretchy strategy pants on and go to town with your words. Get in touch today to start the conversation.

Sarah

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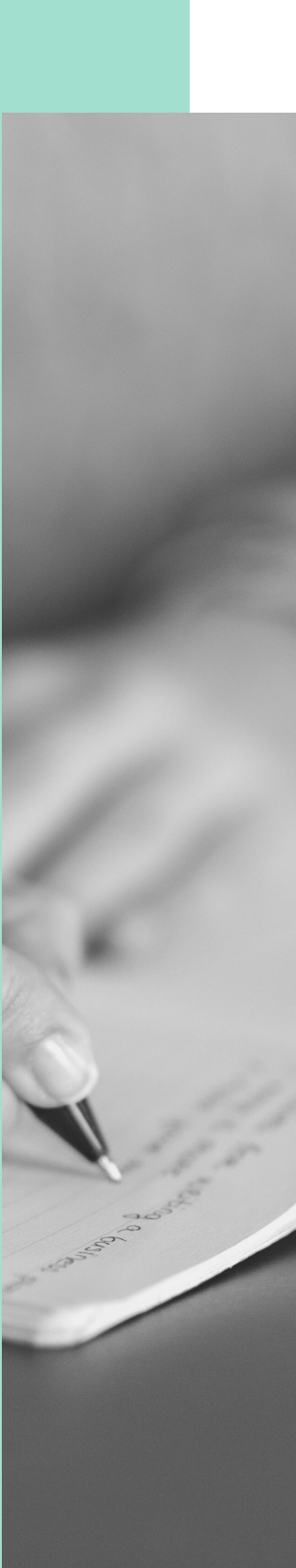
ENJOY THIS REPORT

The world of copywriting, content strategy and content marketing can be confusing at times. At Bohemia we help to demystify content for our customers, ensuring they know exactly ***'What's the big deal about words anyway?'***

We are passionate content creators; we live, breathe and love words, grammar and copy. If you'd like daily tips on copywriting and content be sure to follow us on Instagram (@bohemiabiz) or connect with us online via:
www.sarahlouisebidmead.com

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JOANNA WIEBE



“*Your job is not to write copy. Your job is to know your visitors, customers and prospects so well, you understand the situation they’re in right now, where they’d like to be, and exactly how your solution can and will get them to their ideal self.*”

This quote is one of my fav quotes about copywriting. Writing copy is so much more than finding the right words. *It's about evoking the right emotions, at the right time, to the right people.* The ability to create these moments for customers only comes with experience, years of honing your craft and many false steps, each one pushing you to be better.

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SAVE TIME + DITCH THE BLANK PAGE HEEBIES.

SAVE YOURSELF HOURS A DAY AND UNNECESSARY STRESS BY USING A PRO

Release the anxiety you have over gazing at a blank page and let a professional copywriter handle your content creation.

Producing content and writing copy is not a 'bang it all together in ten minutes' process. It's a considered investment in time and a copywriter will make 100 micro-decisions to craft the perfect words.

Your time as a business owner is better spent on 'doing the work' and managing clients. Ditch the unnecessary pressure of crafting content and copy - leave it to a pro. A copywriter will take on the responsibility, drive the process and present the final result without you having to break a sweat.

Did you know an average blog post takes two hours to write? Even longer for 2000+ words.

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EXPERT EYES = EXPERT STATUS

YOUR CREDIBILITY, POSITIONING AND MESSAGING WILL IMPROVE WITH A WORDSMITH ON YOUR TEAM.

“

92% of marketers and businesses report content as a valuable business asset.

”

Whether you run a B2B or a B2C your words, your content and your marketing messages must be professionally crafted, so your credibility and expert status is cemented. If your copy lacks finesse, is poorly constructed and full of lazy marketing messages your business will stand out for all the wrong reasons, you will lose customers and your credibility will take a hit. A professional copywriter is the word geek you need. Professional copywriters live, breathe and love all wordy things, plus the *great* ones are dedicated to improving their customer's positioning in their market.

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INCREASE YOUR SITE'S ORGANIC TRAFFIC

A COPYWRITER WILL UNDERSTAND YOUR NEED TO BE SEEN BY THE RIGHT PEOPLE AT THE RIGHT TIME.

A professional copywriter with years of experience will know a thing or two about web traffic, SEO and how to play nice with the Powers That Be at Google.

A decent chunk of your content marketing strategy will be dedicated to your online 'findability' and the ease with which your customers can connect with you.

Consistent content is a big part of your SEO strategy and a professional copywriter will help you plan your content strategy and write the words to bring it to life so your business starts seeing results.

“

Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads.

”

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STAND OUT IN A CROWDED MARKET

A PROFESSIONAL COPYWRITER WILL HELP YOU BE SEEN FOR ALL THE RIGHT REASONS.

The words you choose to represent your brand are powerful, and ALL your copy and content should be curated for a specific reason. A copywriter will look at your business with fresh eyes, see what is missing; what new copy is needed and what existing copy needs to go to help you stand out in a crowded market.

One of the best and most affordable ways to create a differentiation in a market is via your content marketing. It allows your customers to connect with, trust and like your brand.



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GET A DOSE OF FRESH IDEAS

A PROFESSIONAL COPYWRITER WILL BREATHE LIFE INTO YOUR BUSINESS WITH A FRESH SET OF EYES AND IDEAS.

“

78% of consumers will trust your brand if you create more customized content.

”

Thinking up ideas on how to communicate with your customers, how to keep your customers engaged and how to stay relevant in your customer's lives is no easy feat! *When you start to work with a hot-shot wordsmith they will come with a backpack full of fresh content ideas for your business.* These may be from concepts and campaigns they've previously worked on, or campaigns they've seen in the market that could be easily translated for your business. Their expert eyes will bring fresh ideas for your business!

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BOOST YOUR CONTENT MARKETING STRATEGY

WRITING IS A KEY ELEMENT OF YOUR CONTENT MARKETING STRATEGY.

Content marketing is about custom creating useful, engaging, informative content that attracts the right people [aka your ideal customers] to your business.

Creating blog content for your website.
Distribution of that content via your preferred channels.

Social Media Marketing including writing the posts, publishing the posts and engaging with your audience.

Email Marketing and list building.

Editorial outreach and public relations.

There's so much that you need to strategise when it comes to smart content marketing! A professional copywriter will help you pull all these working parts together, create the content [aka write the words] that are needed to see a robust content marketing strategy start working for your business.

Let a professional take the reins and plan your business's content marketing strategy.

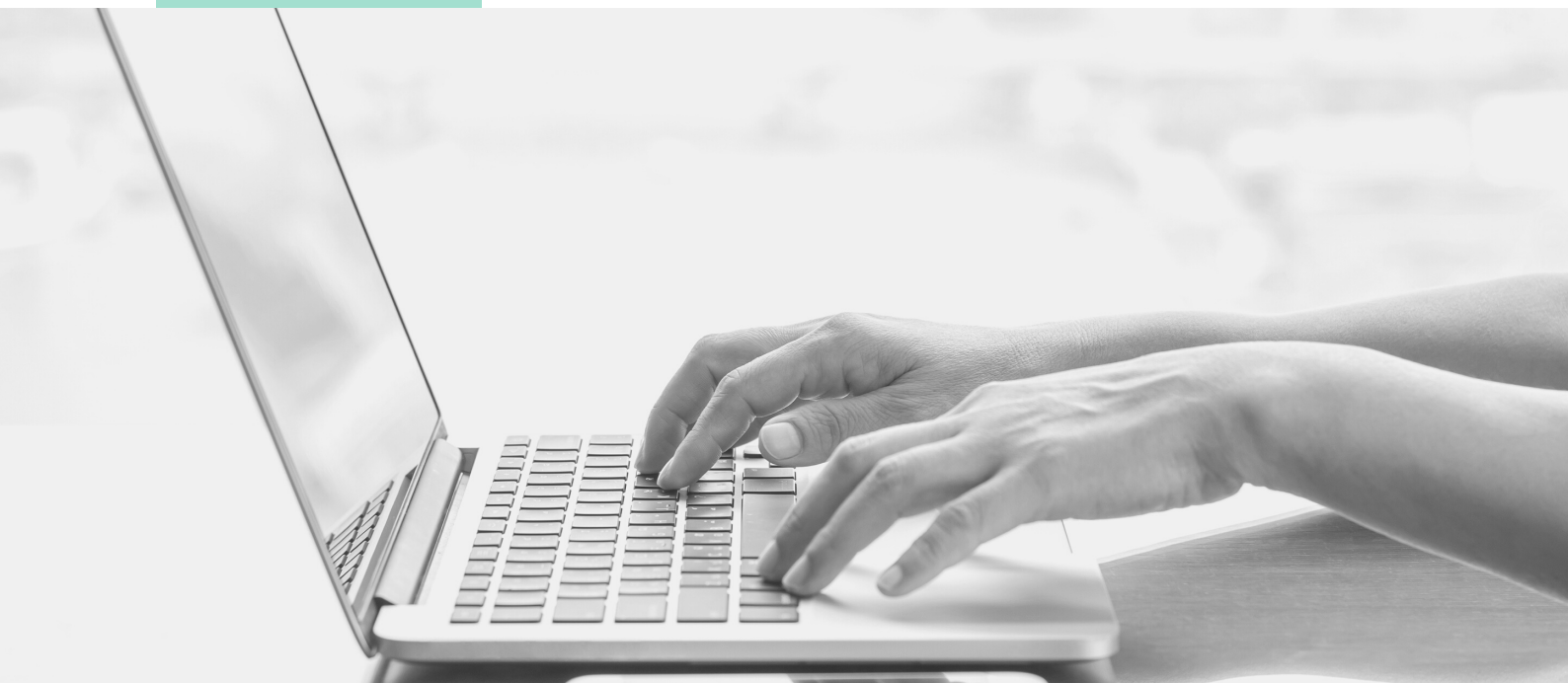
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SELL WITHOUT SELLING

A PROFESSIONAL COPYWRITER WILL CREATE CONTENT TO REPLACE YOUR BEST EVER SALESPERSON.

An excellent copywriter and content marketer will work tirelessly until your content allows your products and services to stand out in the best possible way to your ideal customer. *Your content becomes your best ever salesperson, working 24/7, never calling in sick or taking a lunch break.* How does a copywriter do this? By using persuasive language and subtle psych trigger, weaved throughout your content. A professional copywriter will ditch the cheap marketing tactics and create smart, engaging copy that sees sales increase.



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CREATE A RELATIONSHIP WITH YOUR CUSTOMERS

CONSISTENCY BREEDS TRUST

Nowadays, customers are savvier than ever, and their loyalty is more precious.

Loyal customers spend 67% more than new ones AND it costs up to 7x more to acquire a new customer than to retain an old one.

So investing in nurturing your relationships with existing customers not only sees your sales increase but keeps your acquisition costs down.

The way you can nurture those relationships? Through consistent, quality content that is relevant for your customers in whatever stage of their customer journey with you, they're currently enjoying.

“ 78% of CMOs believe custom content is the future of marketing.

”

WORK WITH US @ BOHEMIA



There you have our **8 reasons why your business needs a professional copywriter!** If you're ready to get strategic with your content, savvy with your words and you're excited to use content to increase your sales then my team and I are ready to write for you. Connect with us via our website to start the conversation today.

GOLD COAST BASED CONTENT STUDIO
PROFESSIONAL COPYWRITERS
SERVING CLIENTS WORLDWIDE
MAMA-LED BIZ
PASSIONATE CONTENT MARKETERS AND CONTENT CREATORS

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