

# **THE UNSTOPPABLE ENTREPRENEUR**

## **Copywriter**

The Unstoppable Entrepreneur is seeking to add its next superstar to our rapidly growing team! This individual will be responsible for writing copy across divisions of The Unstoppable Entrepreneur and all other subsidiaries associated with Kelly Roach.

This is a unique and dynamic full-time role perfect for an individual who has a flair for brand building copy that builds thought leadership and conveys our company's unique message. This person must be an exceptional writer, with acute attention to detail, and an incredible work ethic. They will report directly to the director of marketing and be part of our growing, collaborative marketing team.

### **Responsibilities will include writing:**

- Social media content
- Emails
- Website copy
- Blogs
- Sales page copy
- Funnel copy
- Internal communications
- Other copy as needed by the company or any subsidiaries associated with Kelly Roach.

This role will also require coaching within our programs, responding to questions in our community, and selling during company wide launches.

### **Success in this role includes:**

- Mastery of the brand voice
- An increase in email open rate and clickthrough rate
- Hitting sales goals during company wide launch events
- Lower CPL on ads
- Higher engagement on social media content

## **About The Unstoppable Entrepreneur**

Kelly Roach is known as THE BUSINESS CATALYST, helping elite business owners become game changers in their field and achieve million dollar + breakthroughs in their business.

As a former Fortune 500 executive who built and led record-breaking teams in 17 locations around the US, Kelly's programs and consulting encompass billion dollar corporate strategies combined with the speed and agility of the most powerful online strategies of today.

Kelly is a featured expert on ABC, NBC, Good Day, the CW and in some of the world's leading publications such as Inc. and Forbes where she shares the principles of her best-selling books and top podcast, Unstoppable Success Radio.

Kelly is committed to ongoing philanthropic work to bring clean drinking water to those who do not have access and is the co-founder of Give Her Courage, a movement to instill courage and confidence in the girls of our future from the start.

Want to become the newest member of our *DreamTeam*? Submit your resume, 3 writing samples, and a 5 minute entry video to [karla@kellyroachcoaching.com](mailto:karla@kellyroachcoaching.com)

\*Please record and send us an Introductory VIDEO of yourself. Video files, YouTube links or Vimeo links will be accepted. The video should be brief/under five minutes and should include the following:

- (1) What interests you about the role and responsibilities.
- (2) Traits or skills do you have that are in accordance with the role.
- (3) Challenges you think may accompany the role.
- (4) Your personal objectives and how you will utilize this opportunity to achieve them.
- (5) Please share anything else you would like us to know about you.