

Copy Writing

G U I D E

BESPOKE MARKETING BOUTIQUE

la belle

C R E A T I V E



**AUTHENTICALLY
SHARE THE
AMAZING
THINGS YOU'RE
DOING**

OUR WHY & CORE VALUES

La Belle Creative believes that loyalty and deep relationships are built by creating experiences that are meaningful, consistent, and personal. And that marketing fuels everything in a business...so its foundation should be rock solid and built on empathy, authenticity, and trust.

EMPATHY

It is vital to every human's existence to be seen, be heard, and feel known. Our approach is steeped in knowing the problems and pain points our clients are working to solve for their communities. We pay attention to the smallest details and the micro emotions to create from a place of prosperity, abundance, and harmony.

AUTHENTICITY

It takes relentless authenticity to thrive as personal and professional narratives evolve. We support true thought-leaders; women and men who are actively changing conversations in their industries and sectors with novel and innovative content. We see the art of editing and revising as a metaphor for life—it takes courage and resilience to not get stuck in the past, present, or future. To honor the evolution of your mission, vision, and values through your content and words.

TRUST

Creativity rises from the ashes of conflict, chaos, and constraints. Which is why being able to create anything requires deep trust. You can't sparkle and shine if you don't think someone has your back, if you're waiting for the other shoe to drop, and if you don't feel safe. Trust is the glue that holds the glitter in place so that ideas flow freely, content flourishes, and productivity soars.

**WE LIVE AND BREATHE THE
ART OF CREATING AND
GROWING BRANDS.**



services

You have remarkable stories to tell and knowledge to share. La Belle Creative simply helps you manifest your magic by amplifying the work you're already doing. We take your existing words, blogs, and books and repurpose it to create fresh, new content that allows you to deepen engagement with your audience and community. By leveraging your existing content, we'll help you create new products and opportunities, including:

- Blog polishing, image curating, and promotion
- Brand assets, patterns, and icons
- Case studies, testimonials, and quotes
- eBooks and instant downloads
- Infographics
- Instagram strategy and daily posts
- Instagram quizzes and story engagements
- Keynotes presentations
- LinkedIn strategy and daily posts
- Newsletter and email development and scheduling
- Press releases and media pitches for articles
- Website copywriting
- Workbooks and journals
- Worksheets and checklists

C O P Y - W R I T I N G & C O L L A T E R A L D E S I G N

**COMPELLING CONTENT IS THE SINGLE BEST WAY TO
DEEPEN YOUR REACH, BOOST CREDIBILITY, AND
CLOSE DEALS FASTER.**

Social personas should be personal. About what we stand for. Who we are. Why we're on this Earth.

Brands publishing frequent, compelling, and informative content attract more fans and capture more revenue.

But it's not about the clicks, likes, or re-tweets.

It's about engagement. Your clients can have the BEST client experience, but if their online community can't see or feel that across any of their social channels—especially the ones they are on—they'll never know.

We partner. We listen. We hear. We honor. Our goal is to help you help your clients elicit an emotional reaction. We make sure their content works cohesively and every post maximizes their opportunity to connect with their community on a deeper level and truly create brand loyalty.

The result? An increase in genuine awareness and interest in their brand.

We'll work with you to determine what platforms make the most sense for your clients and their growth goals. And we'll give you the data, a plan, and co-create as much content as you need across all channels to increase client engagement and create new referrals, connections, and audience enthusiasm. This can include monthly blog copywriting + editing, worksheet + workbook creation, course design + development, infographic design, conference and speaking engagement pitch writing, and more.

While you're doing what you do best, we're working behind the scenes to generate content that wows and drives your clients' message home to the people who are looking for it and need to hear it.

In their voice and tone. With their style and essence. Singing their song and inspiring with their message.

LET'S CHAT.

If you are ready to take your business to the next level, reach out. We'd love to learn more about your business and how we can help you create the products you need to thrive.

