

Copywriting Samples

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**THESE PORTFOLIO SAMPLES ARE NOT TO BE
REUSED, EDITED, OR (RE)DISTRIBUTED.
THESE ARE FOR VIEWING PURPOSES ONLY.**

- *Last updated June 2022*
- *Some names have been changed to "Jane".*
- *Some product/service/business names have been removed.*
- *If you need more samples, please inquire.*

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Sales Page

Sample Sales Page

Copywriting (and designed on LeadPages)

- [Before](#)
- [After](#)

Web Copy

Sample Website

Copywriting and copyediting (and designed on Kajabi)

- [Before](#) (homepage preview)
- [After](#)

Email Sequences Samples

SAMPLE 1 - COACH - EMAIL #5

[Subject] Plant the seeds of affirmations

What if I told you that we're all (mis) wired for self-sabotaging behaviors? But...

... we can rewire ourselves for self-mastery instead?

After 23 years in corporate America, I was rewarded with what everyone (including my own ego) believed success was.

I ticked the box for the fancy title of Vice President, made a 6-figure income, had a mansion of a house, and yes, I got some cars, too 😊. I'm sure you can guess what happened...

5 years ago, I realized I wasn't truly successful. I felt success empty and honestly, it sucked!

I knew I wanted to have a BIG impact with people outside of the corporate red tape, but (there's always one of these)... how? How could I shift my life after putting in 23 (twenty-three!) years into something just to start another new something (I didn't know what it'd be yet)?

Well, I needed to start with my mindset. My mind immediately tried to sabotage me by making me feel like I couldn't make this change.

- You can't start over, Jane.
- Jane, you've already in too deep.
- You can't do anything else, Jane.

It wasn't pretty in my head, but I knew my passion for leadership and personal development would lead me to something better. I had to affirm against my inner critic that:

- I start each day with enthusiasm!
- I do everything I set my mind to!
- I am powerful!

My perspective began to shift, but it was just the beginning. I'll tell you what happened next tomorrow!

Xoxo,
Jane.

P.S. Itching to find out? Check out my FB and IG to see if you can put it together.

SAMPLE 2: COACH - EMAIL #3

[Subject] What's a Breakup Coach? 🙄

You downloaded my course, so you know a Breakup Coach is a thing.

I know, I know. There's a coach for everything these days, but that's not such a terrible thing. It means people like me see a need and are filling it in as best as possible with experience, knowledge, and a whole lot of passion 🧡.

When I was going through my big breakup, I wished I had a Breakup Coach to give me a roadmap for healing (because I didn't know what to do).

I wished there was a community that would support and motivate me through my rough patch (family and friends eventually had to get back to their own lives).

I wanted to feel excited about life again and get back to focusing on what makes ME happy (I forgot I was a whole person!).

A Breakup Coach fills in all the gaps. I provide:

- Expertise on heartbreak, with clinical training and research as well as experience.
- Guidance to teach you how to cope with grief by structuring the healing process.
- Support as both your quarterback and your cheer squad (football and pompoms!).
- Assistance to get you through every step by keeping you accountable for change.
- Help so you can create a new life by finding closure.

I'm thankful I get to be in your inbox today to provide expertise, guidance, support, assistance, and help in any form.

I invite you to check out my Instagram and Facebook to see more of what I do. Message me if you have any questions or fancy a chat.

All my best,
Jane.

eBooks

Due to the nature of paid ebooks, previews cannot be shared.

I write and design all my [ebooks](#), so feel free to use those as references as well.

Lead Magnets

(preview only; completed copywriting and design)

- [Sample 1](#)

Workbook

(preview only; completed copywriting and design; paired with client's paid course)

- [Sample 1](#)

Creative Copywriting Sample

Product description.

BLUE SAPPHIRE DESCRIPTION

For Virgo royalty and those who have much to protect, the Blue Sapphire stone offers an abundance of protection from harm. During wear, you'll also experience a desire to be more open-hearted (honest and sincere) and faithful (to self, in your relationships, and with life itself).

You'll find a wealth of clarity, much like a sky undisturbed by clouds, when you adorn yourself with the heavenly power of blue sapphire. Choose any blue sapphire jewelry or gem from our varied selection to get these desired effects, and be sure to wear it nearest to the part you need the most from: the heart (your center), hand (for handling affairs), or the ears (to discern information).