

Copywriting Samples

Prepared January 31st, 2021





1.) Marketing Email for Empowering Education

Statement of Work

Empowering Education (EE) is a non-profit that sells social-emotional learning curriculum to schools. The organization recently hired me as a freelance content marketer to increase the traffic to their site. My first assignment was to create the following email in Active Campaign. Before writing, I created two reports to understand the EE's brand, target audience, and the competitive digital landscape. These reports can be shared upon request.

Results as of 2/16/20

Sent: 915 users

Open Rate: 58%

Click Rate: 39%

Traffic: As compared to the same day last year, there was a 220% increase in sessions

Send Date: 7:00 am PST, 2/14/20

To: All current members, including free trials

From: Noah from Empowering Education, nteitelbaum@empoweringeducation.org

Reply To: info@empoweringeducation.org

[<< Begin Email >>](#)

SUBJECT LINE: What Did the Calculators Say to the Pencils On Valentines Day?

PREHEADER: You Can Count On Us.

BODY: You Can Count On Us.

Hello << FIRST NAME >>,

Happy Valentine's Day from your secret admirers at Empowering Education.

Prepared by: Kochans Consulting

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Just in time for this special day, we've shown our K-8 lesson plans some love. We hope that these new plans will be easier for teachers to implement, and more engaging for students to follow. You can check out the new features by logging into the lessons page or by watching this 4-minute tour.

[\[WATCH THE TOUR \]](#)

You can count on Empowering Education to bring you lesson plans that are easy, fun, and impactful. We look forward to many more years of spreading mindfulness to you and your students.

Why the big changes?

Everything we've added is part of our renewed focus on setting teachers up for success in every classroom. The new updates include:

- Illustrated stories for K-2 lesson plans
- Google slides for each lesson
- Recordings of mindful moments, led by real students
- Administrator guides for principles & SEL program coordinators
- Bulleted class outlines, in addition to full scripts
- Spanish translations (coming soon!)

As we transition to the new plans, please email us if you need a copy of an old lesson!

Enjoy your long weekend,

<<END EMAIL>>



2.) Amazon Product Description for Bake It With Mel

Statement of Work

Founded by celebrity chef, Mel Asseraf, Bake It With Mel, is a relatively new brand that recently launched gourmet baking kits on Amazon. To maximize the visibility of this product listing, I wrote a keyword-rich Amazon product description using a master keyword list that I created using the following SEO tools: AnswerThePublic, Arefs, MerchantWords, Moz. I also ensured that the highest search volume terms were found in the title, bullets, product description, and backend search terms, in that order. Furthermore, I added some sales copy to the body of the listing in order to stay on-brand.

Results as of 8/27/20

This product launched on 8/15/20, so I have not collected 30-day performance metrics yet. At the week of release, this product earned the “#1 New Release” banner on Amazon.

<< Begin Product Listing >>

URL:

<https://www.amazon.com/Bake-Mel-Activity-Parties-Ingredients/dp/B08CTGG66S>

Bake it With Mel - S'mores Pizza DIY Baking Activity Set for Home Chefs, Events, or Parties. Creative Gift for Kids and Adults. Kit Complete with Recipe, Measured Ingredients, and Cookie Supplies

EASY TO BAKE: Mel sends you all the premeasured fixings for the cookie dough and toppings, including chocolate chips, graham crackers and mini marshmallows. The gift box comes with everything you need to make the perfect dessert - except of course, for the oven - ovens and eggs are sold separately.

FUN TO MAKE: This insta-worthy recipe was crafted by 2X Chopped champion, for professional & amateur chefs alike. The giant cookie mix and decorating kit are made for effortless entertaining, a rainy day at home, or a birthday party activity for teens.

GREAT TO TAKE: All the ingredients, accessories, and supplies fit in a travel tote, including a cooking utensils set. This cookie cake comes with an 18-inch cake board, a rubber spatula, parchment paper, and reusable bags inspired by Mason jars.



HARD TO BREAK: This DIY kit brings a unique twist to a campfire classic. Using the step-by-step instructions and an online video tutorial, create perfect pastries straight from your kitchen. Impress your guests with the classic “from scratch” taste of the cookie, and wow them with the adorable plating.

JUST PLAIN GOOD FOR GOODNESS’ SAKE: Quality ingredients make for a superior product. We source our essentials from the finest producers, for a premium taste that will leave children and grown-ups begging to lick the spoon.

Grab your apron and get ready to bake. Pro pastry chef and two-time champion of Food Network’s Chopped, Mel Asseraf, brings you Bake It With Mel, a line of gourmet baking activity kits for the whole family. This activity is the perfect way to say happy birthday to women, men, boys, or girls.

The S'mores Pizza Baking Kit Contains the Following Foods:

- Pre-measured dry ingredients for giant cookie and icing
- Bag of Mini Marshmallows
- Rainbow sprinkles and candy cherries for a delectable topping

This cool recipe kit is a perfect choice for a hot summer day where you want all the fun of a campfire cooking, without the smoke and mess. The kit serves 10 people or makes 12 individual S'mores pizzas.

Whether beginner or expert, this cake decorating kit will be easy and fun to prepare. The easy to use baking instructions include a step by step recipe sheet, LIVE Instagram help from the chef, and a QR code for the video recipe tutorial. If you need help, send a DM to celebrity chef, Mel, who can walk you through each step to make this picture-perfect dessert and impress at your next event!

[<< End Product Listing >>](#)



3.) Amazon Product Description for Mula Products

Statement of Work

Mula Products is a husband & wife team dedicated to enhancing the yoga community through high-quality yoga consent cards. These consent cards provide for social distancing and avoid awkward exchanges between students or teachers during hands-on adjustments. Kochans Consulting added keyword-rich copywriting to the Amazon product listing and offered Google SEO suggestions to expand the organic reach of this product outside the target keyword.

RESULTS (as of 7/20/2020):

Amazon Metrics	BEFORE	AFTER	PERCENT IMPROVEMENT
BEST SELLER RANK & SUBCATEGORY	#803,895 in Sports #18,009 in Yoga Equipment	#356,430 in Sports #7,705 in Yoga Equipment	55% improvement in total BSR 57% improvement in subcategory
REACH OF PREVIOUS LISTING	17.5 Million	117.5 Million	57% improvement in visibility scores
AMAZON SEARCH TERMS	403	6,584	94% increase in the number of indexable search terms



PREVIOUS AMAZON LISTING (as of 6/1/2020):

Mula Yoga Consent Card Class Set of 15



- 15 - two sided 4.25" x 5.5" cards
- 16 point suede laminated. Made in the USA
- Linen drawstring carrying bag
- Inspirational quotes to help set your intention
- Green for touch friendly and red for hands off



NEW AMAZON LISTING (as of 7/1/2020):

Yoga Consent Cards by Mula - Flip Chips for Hands-On Assists. Great Gift for Instructors or Students. Set of 15 Two-Sided 4.25" x 5.5" Pieces For "Yes" and "No", with Motivational Quotes and Bag.

- **ACCESSORY FOR ANY ASANA:** Consent to touch during a class is crucial for any style, whether hatha, yin, or vinyasa. Mula's consent cards provide practitioners the power to choose their personal adjustments with a simple flip.
- **RED FOR YES, GREEN FOR NO:** This deck makes it easy to see which yogis are comfortable with physical contact. Each student places a card by their mat, turned to either the green "Yes Please" side, or the red side, which courteously states, "Not Today".
- **KEEP YOUR DRISHTI:** It's uncomfortable for men & women to admit when they don't want help. It's also impractical to ask for permission to touch each student while you're focused on sequencing. These note cards allow the teacher and students to communicate, without disrupting class.
- **INSPIRATIONAL INTENTIONS:** No matter if you opt in or opt out, each flashcard comes with a positive affirmation from yogic texts. The writing is large enough to see from the front of a studio, but small enough to be discreet to the rest of the class.
- **TRAUMA-INFORMED TOOL:** Other holistic health professionals such as therapists, coaches, and counselors, can empower survivors of trauma by providing supplies to safely talk about consent. Children can use these cards in play therapy, or adults can use them in group sessions.

Mula Yoga Consent Cards: The Essential Accessory for Safely Adjusting Poses While Teaching

The Sanskrit word mula means root. It's connected to the first chakra at the base of the spine. This energy center controls basic human survival needs, including the feeling of safety and support.

As yoga teachers, we're inspired by the root chakra to offer you Mula Consent Cards. This set of 15 two-sided laminated cards gives all users the agency to accept or deny hands-on assists.

Teachers touch students to fix alignment or to encourage a deeper expression of a pose. However, some students may benefit from not being touched, due to past traumas to minds or bodies. How is a yoga teacher to know?

Teachers can cause injury or pain, if students hesitate to speak up against assists. At Mula Yoga, we invite all teachers to use our beautifully designed flip chips. The cards signal a simple "Yes" or "Not Today" to avoid an awkward misunderstanding.

Consent cards are must-have for any yoga classroom, whether in a studio, school, or gym. At the beginning of every course, teachers can greet students with the cards. The red and green sides function as a non-embarrassing way to ask for help or deny touch. This clarity allows teachers to keep their attention on cueing, while offering mindful adjustments to those who are comfortable.

The drawings on the cards were thoughtfully designed by artists. The linen drawstring carrying bag makes a perfect addition to yoga accessory kits with your blocks, blankets, and mats. The cards also make a unique gift or graduation present for instructors completing teacher training.

Yoga is a business, but it's also an exercise chosen to reduce stress. In order to create a relaxing environment, teachers need to maintain security & physical safety. Mula's Consent Cards allow yogis to access this grounding sense of calm that the muladhara chakra offers, for a more peaceful practice.

BACKEND SEARCH TERMS: book toolbox guide fit dvd kids becoming workout doing mindfulness memory body end postcards dohm feet core couples classy cool aid friendly teenagers progress limbs hundred balance hour master fitness occupational handson activity