



“Forget Cute and Clever... Get Copy that Sells!”

We provide direct-response copywriting for sales and marketing collateral. With us, you never receive cookie-cutter, boring copy that sounds like everyone else. Instead, your copy strategically connects with your audience by skillfully addressing their needs and desires through a powerful combination of emotion and logic.

When you have professionally written sales and marketing collateral, it's like sending your best salesperson out to every one of your prospects. In turn, this increases your conversions and your chance of success. With strong copy, you can:

- Increase revenue from marketing campaigns
- Increase lifetime per customer
- Increase revenue per transaction
- Increase revenue per customer
- Increase response rates
- Increase conversion rates
- Increase your bottom line!

Uncovering the Details

We ask a lot of questions, listen intently and diligently research. We learn about your company, your prospects, your industry and your competition. All this helps us write effective copy that drives your prospects to choose you, instead of your competition.

Respecting your Business

You know your business best. That's why we're always open to your team's suggestions and ideas. Because our goal is to deliver the results you want... in a way that's most comfortable for you.

Our process:

- Info-gathering meeting (phone or in-person)
- Additional research, as needed
- Submit draft
- Discuss edits (up to 2 rounds)
- Submit final draft
- Celebrate your success

Our promise:

We take your success very personally and focus on results-driven copy. This means no esoteric jokes, double entendres or word plays that make people go, “Huh?” Just straight talk for results you can take all the way to the bank.

Our services:

- Articles/white papers
- Website copy (SEO)
- Sell sheets/flyers
- Email campaigns
- Landing pages
- Sales letters
- Brochures
- Space ads

(Please turn over to see what others say about our work...)

Think we can help? Let's find out.

BL Copywriting

Call today: 775-223-3637

or email: Brenda@BLCopywriting.com

www.BLCopywriting.com



“My website attracted people, but very few turned into clients. Brenda’s ‘sales oriented’ writing helped to put my points across and get prospects to contact me to engage my services. I’ve seen a steady increase in the number of potential clients that pick up the phone and just call me.”

–JR FENT, SR. TECHNICAL RECRUITER, I-HIRE INC.

“In tandem with a strong sales presentation, your newly-written material leaves a firm image to prospects, one that keeps our image somewhere in their consciousness, creating that brand ID we have been searching for.”

–JIM KNASIAK, PRESIDENT & CEO, NATIONAL BUSINESS FACTORS GROUP INC.

“Brenda can easily understand my needs. She is able to take my thoughts and my company’s message and put it out to the world in an easy to follow copy that allows for more of our future and current customers know our message and can get on board with it!”

–PHILLIP TERRAZAS, DIRECTOR OF SALES, CYNERGY LLC

“With my new copy, I have gone to a deeper expression of professionalism. Clients are intrigued, impressed and my material is a big assist in expanding my business. Brenda was patient, persistent and filled with questions for me which facilitated a breakthrough.”

–RICHARD MANTEI, PRESIDENT, MANTEI & ASSOCIATES INC.

“Powerful copywriting that brings great results. Brenda is extremely creative & action oriented in bringing ideas to print. Brenda’s professional and personable character make working with her a pleasure.”

–LINDA MCLEAN, PRESIDENT, MCLEAN INTERNATIONAL

“Brenda is a very polished copywriter. She is creative and also able to grasp very quickly the concepts you are trying to get across and get them into words. I will definitely do more work with her.”

–JIM LYNN, MARKETING DIRECTOR, CC COMMUNICATIONS



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