

Writing

Conversions

COPYWRITING INFORMATION KIT

WritingConversions.com



Marketing Consultant Information Kit

Mark Bellini - Freelancer

**Marketing System Funnel Planning, Optimization, and
Consulting for Coaches, Therapists, and Service
Professionals.**

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Text Message or Call

862-218-6183

My name is Mark Bellini, and I am a marketing freelance copywriter, marketing optimization editor, and small business digital marketing consultant in the personal development / self-help, coaching, therapy and professional services industries.

My copywriting combines traditional direct marketing techniques with modern online marketing strategies, such as content marketing, that will attract the most qualified potential customers to your website, and convert a reasonable percentage of them to paying customers.

FAQs

1. How long does it take you to complete an assignment?

Short projects such as one-page ads may take as little as 2-3 days to complete, while longer projects such as case studies require a couple of weeks to finish.

2. What happens if I am not satisfied with the result?

I'll make changes to whatever portions of my copy you aren't happy with. There is no charge for rewriting. Revisions are included in my fee, but they must be requested within 30 days after completion of the project. Addition of extra content will be charged as a separate project.

Sometimes, there are cases where my clients make suggestions that I know will not

work and will hurt profits. In those cases, you can expect me to be direct in my feedback.

When clients insist on changes that I feel will not work, I always recommend a simple A/B split test.

3. How do I assign a project to you?

Just call or email me, and describe what type of copywriting project you need. I'll ask a couple of questions about your products, customers, and marketing needs, in order to gain as much knowledge as possible about your desired outcomes.

Send me any existing marketing materials you have, such as brochures and old ads, in order for me to learn more about your brand (colors, writing styles).

I will organize all the materials you give me and start working on your project. Once you agree to assign me the project, I'll complete all the steps involved, including research, writing, and editing. I like to submit each major component of the project (headlines, themes, strategies, etc.) separately for approval, before finishing up the rest of the project.

Once I complete the project, I will send you an email with the copywriting files attached. You will then be able to review the project and request any changes desired. I will make those changes and send the revised writing back to you for review. If you are happy with my revisions, the project will be considered done.

4. How do you communicate with clients?

I primarily stay in touch with clients via email and phone / text message. Initial client meetings maybe done through video if needed.

5. Do you charge by the hour or by the project?

I charge a flat fee based on the requirements of each project. My fee takes into consideration the amount of research, writing, interviewing, and editing needed.

6. What happens if I cancel a project before it's completed?

In the event of project cancellation, I will charge you only for the portion of the project that has been completed.

7. Do you handle graphic design and printing as well?

I only cover the writing portion of client projects. If you need graphic design or printing, I will be glad to help you find a competent designer or print shop.

8. Is your copywriting optimized for search engines?

I do keyword research on all writing projects in order to ensure that your marketing materials are noticed by search engines such as Google. However, this alone doesn't guarantee your website will appear on the first page of Google. There are many factors that contribute to your online visibility. If your business is still new, you will probably have to invest in online advertising for a few months, before Google begins showing your website in more search results.

Background

I am a freelance digital marketing consultant with a business degree who focuses primarily on the mental health, self-help / personal development and coaching / training industries. I have previous work experience as a freelance writer, editor and translator.

I will take the time to really understand your marketing and content needs, in order to create personalized solutions that will accomplish the results you desire.

My copywriting combines traditional techniques with modern online marketing strategies, such as SEO, that will get your site noticed by Google and other search engines. You will get professional writing services at highly affordable rates, including free revisions (2), to ensure that you are absolutely satisfied with my work.

I have taken courses specializing in technical writing, marketing, and copywriting. I apply the same techniques that have been used by successful copywriters such as Robert Bly and Dan Kennedy.

Books Published

I have published the following book, which is available on Amazon.com:

Marketing Funnels: The Secret to Marketing and Growing Your Small Business Affordably Kindle Edition

I also wrote the following e-book, which you can buy on bookvendor.net:

Small-Business-Website-Traffic

Education

Rutgers University

Bachelor of Business Administration (B.B.A.)

Continuing Education courses:

- AWAI Accelerated Copywriting Program
- The Keys to Effective Editing
- The Career Design Lab: Change your Job, Change your Life
- Human Resources Management
- Universal Life Coaching Certification Program
- HubSpot Inbound Marketing
- Certificate in Integrative Mental Health
- Google Fundamentals of Digital Marketing
- Fundamentals of Technical Writing
- Empower Workplace peer counselor training

- Child Psychology Certificate Program

Portfolio

[Click here for some samples of my past writing projects:](#)

9. Do you offer consulting services?

I provide the following remote consulting services:

- Website marketing content audit (review): Free
- Marketing funnel consulting [\\$600- \\$720](#)
- Content marketing strategy / plan [\\$199](#)
- Email marketing strategy / plan \$165 (11 emails)
- Content marketing research – \$24 / hour

10. What do clients say about you?

“Mark delivered an incredible email sequence for my manufacturing business! Excellent quality, communication, and delivered early” Enzo Pascalino

11. Describe your research process

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors.

As needed, I will reach out to you for additional details, product samples, and other resources.

For any project I work on, I like to understand:

- The main target customer
- Their needs, interests, and challenges
- Where they get information online
- The most common questions they have about your product /service

- The most effective marketing approach to use for products / services such as yours.

12. What is your review process?

When you get the first draft, please review it carefully. Also, have any other relevant partners review it. The most important thing at this stage is making sure that the tone, message, and offer are right.

13. How is final approval handled?

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

14. Future Projects

Once the project is done, I provide all of my clients with a complimentary follow-up web site content audit (checkup) to let them know which parts of their marketing funnel (system) may need to be optimized or changed.

We will discuss what went well and where improvements can be made, and discover additional ways to uncover new ways of

getting more customers or retaining your current ones for the long term.

Where appropriate, we map out a new project to ensure that your marketing funnel continuously attracts new clients and grows your business.

Services Provided by Writing Conversions:

Fees

Please click on the link below to learn more about my service offerings and fees:

[Services and Fees](#)

writingconversions.com/services. Click on each menu item under the services tab to see my fees for specific marketing services.

Terms

Purchase order or written agreement is required for all jobs. All revisions should be requested within 30 days of receiving your completed files.

Rewrites are free unless the revision is based on an addition to the assignment itself (extra pages, topics, etc.), after the copy is submitted.

Ordering My Services

Please send me an email detailing what type of writing project you need, or visit <http://www.writingconversions.com/contact> to request more information.

To get started with a potential project, I will send you a complete discovery questionnaire. This will help both of us clearly define the scope of the project and ensure the best results.

I will send you a link to the Questionnaire via email or through an online form. Please return it to me as quickly as possible — for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I will review and study your answers, plus any other applicable initial research needed.

From there, I will outline a proposal stating all the steps involved in the project. This will save you time and help you see that I fully understand the project.

After looking over the proposal, you may agree to sign it and get started. If you have more questions, we can schedule a call or video session to go over them. Call or chat. During this call, we will discuss the details. I will listen to any additional directions and insights you have on the project.

Following that call, I will create and send you an agreement (signature).

If your legal team has an Agreement, we can use that.

Once you agree to get started, I will ask you for any information and materials I might need in order to work on your project.

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I am located in New Jersey, USA.

Thank you for trusting WritingConversions for your small business marketing needs!

Please visit my website, www.writingconversions.com, to learn how my freelance copywriting services might help you reach your marketing goals.

If you are interested in personal coaching (confidence, self-esteem, business skills), please visit coachbusinessbuilder.net to learn more about my coaching services.

