

A creative studio desk setup. A wooden desk holds a laptop, a mouse, a pen holder, and two potted plants. A neon sign on the wall reads 'NEON LADY creative studio'. A horizontal light bar is mounted on the wall behind the desk.

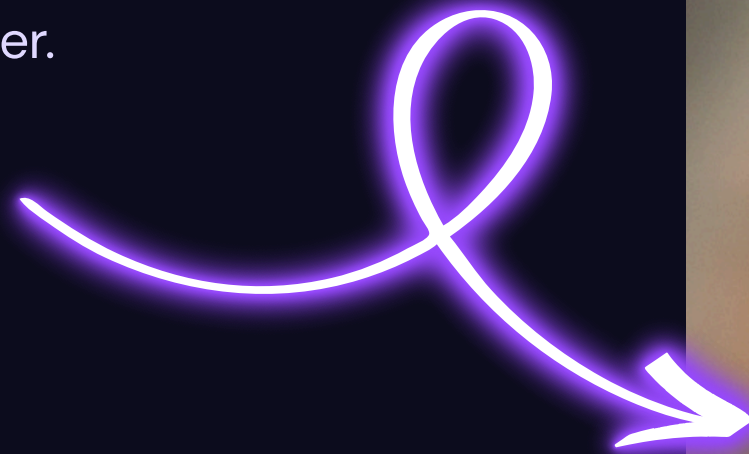
NEON LADY

creative studio

SERVICE GUIDE

A LITTLE BIT ABOUT NEON LADY

Hi! I'm Maria, a copywriter who helps growing and established fashion & lifestyle brands create bold, human messaging that feels connected at every touchpoint. From website launches to ongoing email, blog, product, and social content, I translate strong visual identities into words that shine as bright as a neon light, create connection with your ideal audience, and keep your marketing moving. Some clients come to me for single projects. Others need a trusted copy partner month after month. Either way, we'll begin with what your brand needs now and build from there. Inside this guide, you'll learn more about my services, packages, process, and all the ways we can work together.



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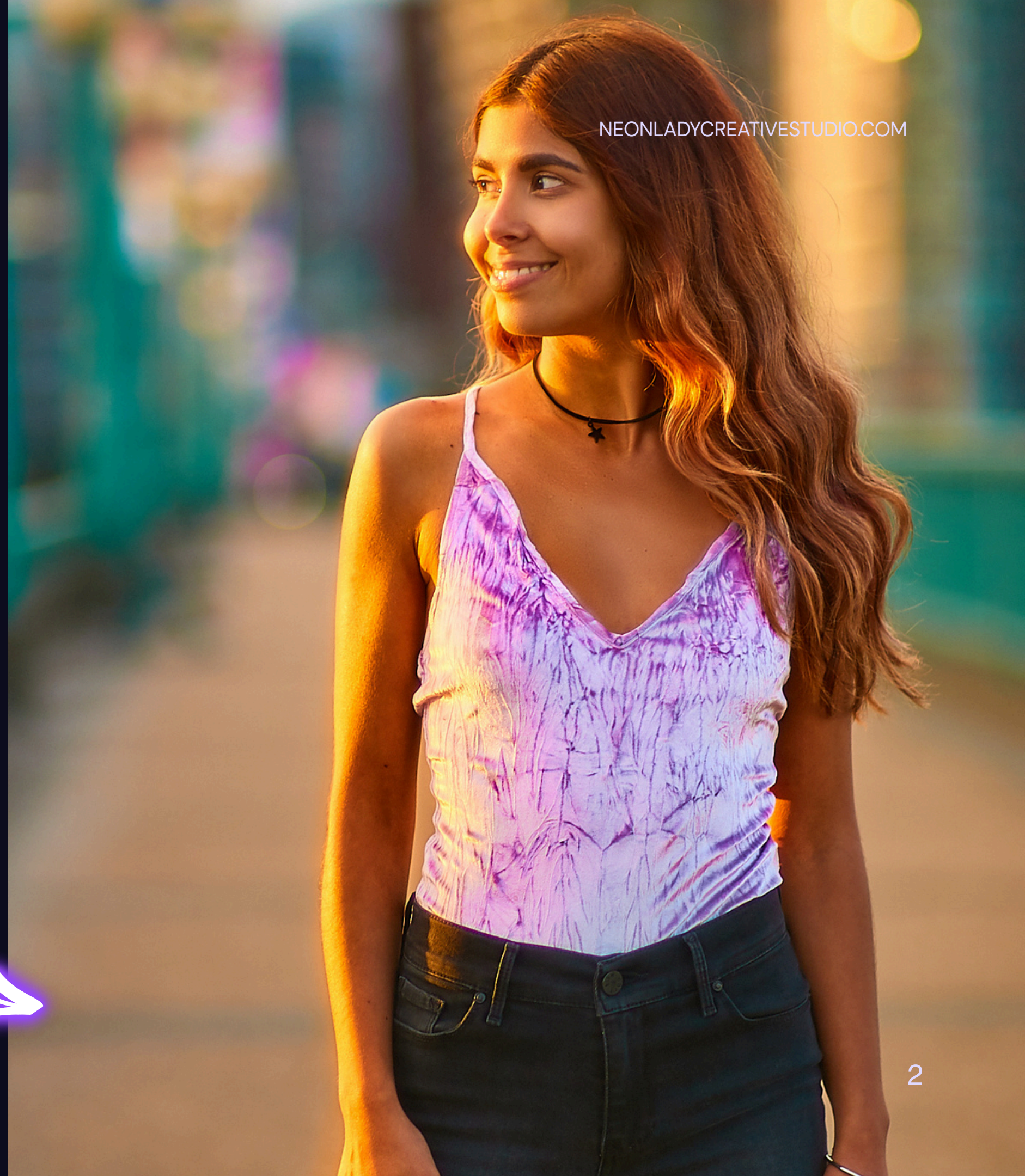


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BUT FIRST, WHY WORK WITH ME?

I don't just have several years of copywriting experience under my belt. I also spent a decade working in fashion sales, which means I understand the customer journey from multiple angles. I've spent so much time talking to consumers in person and getting to know their struggles and desires, so I can write copy that balances aspiration *and* relatability. I've written numerous email campaigns with open rates exceeding 55% and click-through rates above 5%, blogs that have earned first-page Google rankings and AI Overview placements, and press releases that got picked up by major US news networks, including ABC News and KTLA.

I'm also the type of person that cleans as I go when I cook and that unpacks my suitcase within a day of getting back from vacation, so you know I'm organized and efficient. There won't be any messy deliverables or unclear communication on my end.



THE SERVICE LIST

Here are all the kinds of copy & content I can write for you

01 Website Copy

Your digital home and the gateway to your brand. I'll make sure the copy on your website instantly grabs attention (we've only got a few seconds to do it!), leaves a positive lasting impression, and tells readers everything they need to know about your business.

02 Email Copy

From automated flows to regular campaigns, I write email copy that stands out in an inbox, nurtures subscribers, supports launches, strengthens customer retention, and gives your audience a reason to keep opening.

03 Blog Content

Search-led editorial content can build authority, earn long-term visibility, and give the rest of your marketing more material to work with. I create valuable, engaging blogs that support your SEO goals while feeding naturally into email, social, and wider brand storytelling.

THE SERVICE LIST

Here are all the kinds of copy & content I can write for you

04 Product Page Copy

Unfortunately, great photography isn't enough to make a product page enticing. I'll write product and category descriptions that make shoppers feel confident and informed, all while giving them an extra serving of inspiration.

05 Social Media Copy

It's not just about stopping the scroll with aesthetic images and engaging reels. Captions provide extra context, shape your brand identity, and lead readers to take desirable actions. I can complete your social media efforts with captions for Instagram, Facebook, Threads/X, and LinkedIn.

06 Brand Voice

A distinctive brand voice helps your business sound consistent, memorable, and unmistakably you across every channel. I'll define the language, tone, and key messaging principles your team can use as a reference point for all marketing and communication.

WHAT'S THE BEST OPTION FOR YOU?

Whether you need support for one project or a trusted long-term partner, we'll find the scope that makes sense for your brand now

PACKAGE OPTIONS

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ONE-TIME PROJECTS

Need support with one specific project? We can begin with a focused website, launch, email, content, or brand voice project, with room to expand our work together as your needs evolve.

01 WEBSITE COPY

Home page: \$150

About page: \$175

Additional information page (ex. FAQ, sustainability): \$150

Full re-write: \$1000 – \$2000

02 EMAIL COPY

Individual campaign: \$100

Automated flow sequence (welcome email, abandoned browse, abandoned cart, post-purchase follow-up, review request): \$450

Campaign launch sequence (preview email, launch email, social proof/review email): \$350

All prices listed in USD

PACKAGE OPTIONS

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03 BLOG CONTENT

Short-form blog (300–500 words): \$100

Mid-form blog (500–1000 words): \$150

Long-form blog (1200–2000 words): \$175–\$225

04 PRODUCT PAGE COPY

Individual product description: \$25

Individual category description: \$45

05 SOCIAL MEDIA COPY

Individual caption: \$20

Video script: \$50

06 BRAND VOICE

Guidelines document: \$400

Make it done-for-you (uploading, formatting, scheduling): + \$25 to any deliverable



PACKAGE OPTIONS

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RETAINER OPTIONS

Let's make it official. If you know you need consistent, ongoing help with your copy, a retainer ensures I'll be there for you week after week, month after month. All retainer packages include a monthly planning call & two rounds of revisions per deliverable.

07 THE MINI SIGN: \$600/month

2 mid-form blog posts, 2 email campaigns, 8 social media captions

08 THE MEDIUM SIGN: \$1200/month

2 long-form blog posts, 4 email campaigns, 12 social media captions, 8 product descriptions

09 THE BIG SIGN: \$2400/month

4 long-form blog posts, 8 email campaigns, 24 social media captions, 12 product descriptions

10 THE CUSTOM SIGN

Have something else in mind? Contact me to discuss what you're looking for & I'll create a tailor-made package for you.

HOW IT WORKS

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Or, more specifically, how I'll work with you

1

DISCOVERY CALL

First, let's get to know each other! You can tell me more about your brand and what you're looking for, and I'll answer any questions you have for me. I'll also suggest some ways we can work together.

2

PROPOSAL

After we discuss your needs, I'll send you a written outline of the project: the scope, deliverables, timeline, and pricing.

3

CREATION

I'll get straight to work on your copy or content, and send you updates as needed.

HOW IT WORKS

Or, more specifically, how I'll work with you

4 REVISIONS

I'll fix up anything that isn't quite right until we get a version that you love. Up to 4 rounds of revisions are included, though most clients find they don't need more than a few.

5 COMPLETION

I'll send you final files that are ready to go, or I'll handle the uploading and publishing myself, depending on the service you choose.



A top-down view of a wooden desk. In the center is an open laptop. To its right is a black mouse. To its left is a small black rectangular object. Further left is a small black cup filled with pens. On the far left is a potted plant with dark green leaves. On the far right is a potted plant with long, thin green leaves. Above the desk, a neon sign reads "NEON LADY" in a bold, sans-serif font, with "creative studio" in a cursive script below it. A horizontal LED light strip is mounted on the wall behind the desk, emitting a warm glow.

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CURIOUS ABOUT MY WRITING STYLE?

Here's a little sample, but you can always check out [my_portfolio](#) or reach out to me for more

Product description for Andre Montana eyewear:

Named after the Russian word for diamond, these geometric frames exude cold, hard sophistication. Expertly crafted by artisans in South Korea, the Almaz sunglasses feature striking lenses in their namesake shape and engraved temples that blend Soviet-era brutalism with Imperial opulence in 24 carat plated gold. Style them with an all-black ensemble and a nonchalant attitude.

Product launch email for The Minimalist Wardrobe:

[SUBJECT] All the outfits you need for your summer getaway

[PREVIEW] Introducing the Boho Beach Holiday Capsule

Hey there,

If you agree that it's just not summer without a trip (or ten) to the beach, you'll want to check out our latest Mini Expansion Capsule: Boho Beach Holiday!

Whether you're headed to Bali or Biarritz, this capsule will give you all the inspiration you need for a chic seaside escape. Featuring 16 pieces and 45 outfit formulas, you'll be set from that first morning dip to your last evening cocktail. Oh, and did we mention it's perfect for carry-on only travelers?

I'VE WORKED WITH MANY AMAZING CLIENTS OVER THE YEARS

& I think it's safe to say they enjoyed working with me too

"After working with 10 different copywriters, Maria stood out for her exceptional writing skills, her attention to detail, her sense of urgency and her ability to communicate and adapt when needed. I wouldn't use anyone other than her."

– Andrew Cohen, European Flooring

"Maria has been an excellent copywriter to work with! She's reliable, punctual and very easy to work with. She has an ability to create refined yet creative content while maintaining a professional and relatable tone of voice which is perfect for our brand. Work is always organised and completed on time. Looking forward to future projects with her and would highly recommend her copywriting and content creation services!"

– Rayanne Eid, Raelyn Rose Jewellery



HAVE SOME QUESTIONS?

Here are some I often get asked, but you're always welcome to reach out if something isn't covered

01 How long does a project take?

It depends on the type of copy you're looking for and my current workload. Bigger projects like website copy launches or rewrites can take up to a few weeks, while smaller projects like product descriptions and emails can be done within a matter of days. The best thing to do is to contact me to find out about my availability, and I'll let you know an ideal timeline before we begin.

02 How much content & copywriting experience do you have?

I started freelancing back in 2019, when I was a visual merchandiser with mostly open afternoons and a lifelong love of writing. Blogs and content writing were my entryway into freelance writing, then I expanded into copywriting in 2021. Before that, I learned a lot about sales and customer psychology in fashion sales jobs, and while officially studying Fashion Marketing in college.

03 What kinds of clients do you work with?

I specialize in working with growing and established fashion and lifestyle brands, including clothing, jewelry, accessory, beauty, wellness, interiors, styling, and travel businesses. My best-fit clients value bold yet thoughtful marketing, have a strong visual identity, and need equally distinctive messaging to support it.

04 Do you only work with certain industries?

Yes and no. My expertise is rooted in fashion and lifestyle, but I'm always up for a challenge and am open to adjacent industries where brand identity, customer experience, and storytelling play an important role. If you're unsure whether we'd be a good fit, feel free to get in touch.

05 Can you create original content, or do you write with AI?

Absolutely! I've been writing original, human copy and content since the start. Every final deliverable is carefully written, edited, and fact-checked by me. I may use digital tools to support planning, research, or organization at times, but rest assured I won't submit unedited AI-generated copy. If your business has a specific AI policy, I'm happy to work within it.

06 Do you work with international clients?

Yes! At this point, I've worked with clients on almost every continent. I have a multicultural background and I pride myself on my ability to navigate time zones and cultural differences—having family and friends all over the world will do that to you. I'll make it work even if you live on the other side of the planet.

07 Can you help with content strategy/editorial planning?

Definitely! I love looking at the bigger picture and planning editorial calendars that help shape your brand story. I'm happy to collaborate with you and your team, or I can create a plan if you'd prefer me to do the heavy lifting.

08 Do you provide done-for-you services?

Yes! I can update websites, publish blogs, and schedule emails/social captions for an additional fee. I have experience working with platforms such as WordPress, Squarespace, Klaviyo, and Meta Business Suite. Once you approve the draft, I can get started on all the backend work.

A top-down view of a person's hands with dark nail polish and rings, typing on a silver laptop. The laptop is on a dark wooden desk. To the left of the laptop is a small potted plant and a cup of pens. To the right is a computer mouse. In the background, a purple neon sign reads "NEON LADY" in a blocky font and "creative studio" in a cursive font. A horizontal purple light bar is mounted on the wall behind the desk.

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THANK YOU FOR MAKING IT ALL THE WAY HERE

I truly appreciate your time and consideration.

THINK WE'D BE A GOOD FIT?

I'd love to hear from you!

Tell me more about your project at hello@neonladycreativestudio.com and I'll aim to get back to you within 48 hours. You can also shoot me a DM at [@neonladycreativestudio](https://www.instagram.com/neonladycreativestudio), or visit www.neonladycreativestudio.com for more information.