

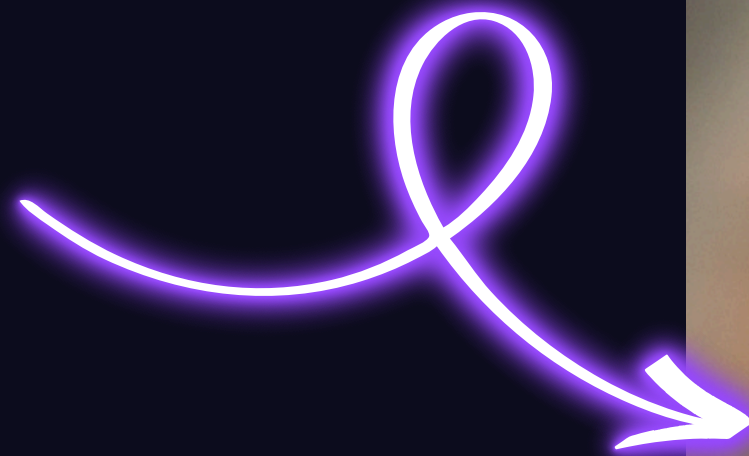
NEON LADY

creative studio

SERVICE GUIDE

A LITTLE BIT ABOUT NEON LADY

Hi! I'm Maria, and I'm on a mission to help fashion & lifestyle brands make their marketing work harder while feeling less overwhelming. I've been creating original, human-written SEO blogs, website copy, product descriptions, emails, and even more marketing materials for over 6 years now. I love working with brands and founders who have a penchant for brand voices that stand out like neon lights, and who share my belief that the best kind of copy ultimately comes down to connection. This guide will tell you more about what it's like to work with me, and how exactly I can help you with your copy & content needs.



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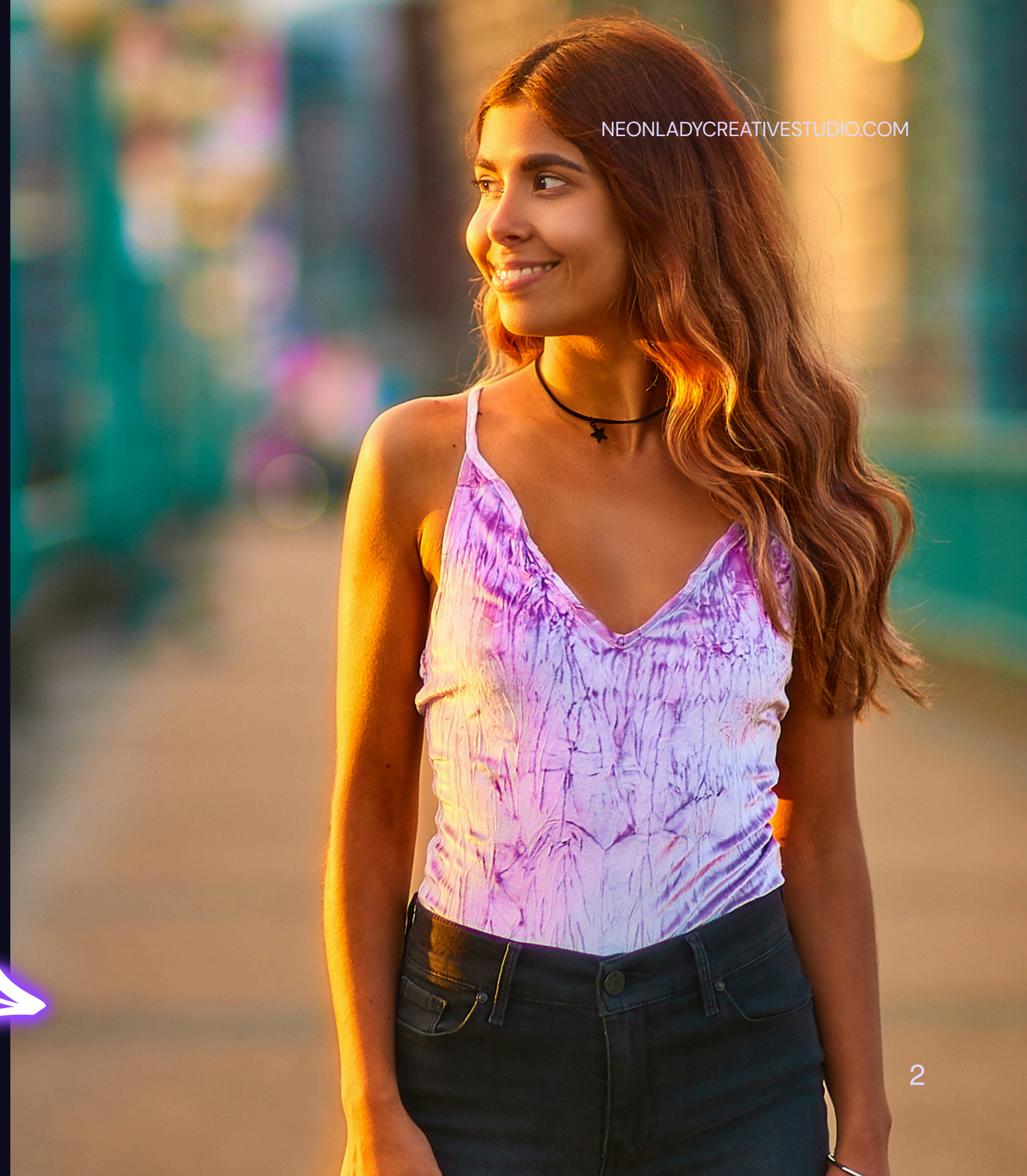


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BUT FIRST, WHY WORK WITH ME?

I don't just have several years of copywriting experience under my belt. I've also got a decade of fashion sales behind me, which means I truly understand what your customers are looking for. I've spent so much time talking to them in person and getting to know their struggles and desires, so I can write copy that feels aspirational *and* relatable. I've written numerous email campaigns with open rates well above industry averages (over 50% vs. ~30%), blogs that have gotten to the forefronts of Google, even in the era of the AI overview, and press releases that got picked up by major US news networks.

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

The numbers don't lie: email marketing is king. It's the form of digital marketing with the highest ROI (up to \$42 for every \$1 spent!), so don't sleep on your email list. I'll make sure those newsletters, launch campaigns, and automated flows get opened and increase your revenue with engaging subject lines and body copy that converts.

03 Blog Content

Blogging increases your website's authority and SEO/GEO rankings, helps you build a deeper level of connection with your audience while providing them with extra value, and builds a solid foundation for the rest of your marketing efforts. I'll help you create blogs that rank and streamline your marketing efforts as a whole.

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 even 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 strong, distinctive brand voice helps you stand out in a crowded marketplace, connect with your ideal audience, and serves as the cherry on top of a strong brand identity. I'll help you define yours, complete with a guide that you can use as a reference point in all of your forms of marketing and communication.

WHAT'S THE BEST OPTION FOR YOU?

Whether you pick one or all, I'm here to help you find
the best solution

PACKAGE OPTIONS

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ONE-OFF

Want to test things out or only need one specific type of copy? All good! We can start small and specific with one set of deliverables.

01 WEBSITE COPY

Home page: \$75

About page: \$100

Additional information page (ex. FAQ, sustainability): \$100

Full re-write: \$600 – \$1000

02 EMAIL COPY

Individual newsletter: \$75

Automated flow sequence (welcome email, abandoned browse, abandoned cart, post-purchase follow-up, review request): \$350

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

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

PACKAGE OPTIONS

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03 BLOG CONTENT

Short form blog (300–500 words): \$75

Mid form blog (500–1000 words): \$100

Long form blog (1200–2000 words): \$120–\$200

04 PRODUCT PAGE COPY

Individual product description: \$15

Individual category description: \$25

05 SOCIAL MEDIA COPY

Individual caption: \$15

Video script: \$45

06 BRAND VOICE

Guidelines document: \$200

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



PACKAGE OPTIONS

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RETAINER

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.

07 THE MINI SIGN: \$500/month

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

08 THE MEDIUM SIGN SIGN: \$1000/month

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

09 THE BIG SIGN: \$2000/month

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

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. Revisions are unlimited, but most clients find they don't need more than a few rounds.

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 individual blogs 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 can let you know an ideal timeline. Regardless, you'll never have to wait too long to receive your deliverables.

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?

Clothing brands, jewelry brands, accessory brands, personal stylists/styling services, skincare/beauty brands, haircare brands, interior designers/interior design suppliers, aromatherapy brands ... if it's something design-related that makes everyday life better, I've probably written about it!

04 Do you only work with certain industries?

Yes and no. While I don't necessarily discriminate, my expertise lies within the fashion and lifestyle industries. I'm always up for a challenge, but I might not have the best experience for, say, an industrial fishing business.

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

Absolutely! I've been writing original, human copy and content since before the AI boom, and I intend to keep it that way. With that said, I am proficient with AI tools and prompts, and can use them for writing assistance if needed (planning/outlining/research/etc). Rest assured that I'll never submit a piece that's just been copied and pasted from ChatGPT. If you'd rather I didn't use AI at all, that's also totally fine.

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 "NEONI 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.