

Nicole Salinger  
Copywriter



Portfolio

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# About Me

'Every business needs a voice. Every personal brand has a story to be told. The more time we are spending online, the more we need our profile to come across in a positive, authentic way.'



I'm Nicole, a creative copywriter, storyteller and content marketer.

I service the following niches:

- Wellness
- Personal Growth
- Mindfulness
- Fitness
- Fashion
- Kids
- Babies
- Events
- Design
- Entertainment

As a Copywriter, I write the following:

- SEO Blog Articles
- SEO Web Pages
- About me Pages
- Product Descriptions
- Social Media Copy

Coming from an extensive background in Design and Entertainment, I have spent the last 7 years copywriting for clients in the fields of Wellness, Fashion and Personal Growth, and am currently a ghostwriter for some of Australia's top Social Media influencers and Podcasters.

My writing for your business combines the seeds of knowledge in the fields I am most passionate about - Fashion, Lifestyle and Women's Wellness.

In this information pack, feel free to read all my information, including how I work, some writing examples, and what you can expect.

I look forward to aligning my work with yours.

Sincerely,

*Nicole Salinger*

# How I Work

## WHY WE'D BE A GOOD FIT

I know what it is like to be a sole business owner, and I understand online marketing trends, design communication and am a certified editor and proofreader. So working with me will be a breeze. Each project is bespoke and is unique to you. I like to keep things transparent and simple, for you, the client. Please see my pricelist for an indication of my cost breakdowns. I am honest, reliable and I am timely with projects.



## WHAT TO EXPECT WHEN WORKING WITH ME

Once we discuss your brief and understand your requirements, I will send you a quote for your project. Upon agreement, a 50% deposit is then required so I can book in your job.

Each project is quoted on a project basis, and includes:

- Briefing
- Discussion time
- Research and competitor review
- Copywriting
- Revisions
- Proofreading
- Admin

## THE LANGUAGE I WRITE IN:

- FUN
- BREEZY
- INFORMATIVE
- UPLIFTING



Yves St. Laurent

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# SERVICES, TERMS & PRICING



## BIO STORYTELLING

I have a deep understanding about what it is like to be on a business journey. So, if you are a sole entrepreneur that needs your story told with authenticity, heart and depth, I am your go-to-gal for you:

- LinkedIn bio
- Personal bio
- About me page.

## COPYWRITING & EDITING

- SEO Blog Articles
- SEO Web Pages
- About me Pages
- Product Descriptions
- Social Media Copy/Captions
- Business bios
- Ebooks
- Landing Pages



## TERMS AND CONDITIONS

1. A 50% deposit is required so I can book in your project.
2. Final draft will only be given once balance is paid.
3. Please transfer your deposit to:

Name: Nicole Salinger  
Bank: Comm Bank  
BSB: 063 - 128  
ACC# 1052 9590

## MY PRICES

Daily Rate: \$420  
Hourly Rate: \$70  
SEO Blog Post: \$150  
SEO web copy: \$220  
5 Page Web Copy: \$1100  
SEO Web Copy ( 10 pages): \$2000  
SEO Web Copy (20 pages): \$4000  
Bios /About Me Pages: \$180  
Newsletters: \$250  
Press Releases:\$250.00  
Ebooks: \$1500  
Social Media Posts: \$60

# To A Winter Wonderland ...



## The Frosty Fairytale

Ah, the wintry fairytale. Where Tchaikovsky's Sugar Plum Fairy swirls inside a Christmas lair. Where Frosty The Snowman and Rudolph the Reindeer are infinitely adored, and where Disney's heroine, Frozen's Elsa, spins icy castles and billowing paths with the tips of her fingers. Generation after generation, we continue to be inspired by these wintry stories: of hope, faith, and the importance of family.

## Sparkly Magic

Mother Nature likes to breed her magic, in the most mysterious of ways. She gifts us with snowflakes and icicles, to remind us that it is not their icy temperature that counts - but how they miraculously sparkle and shine. That if the tiniest of snowflakes have the power to sparkle, then indeed, so can we.



## Chalet Chic

Forget about the subzero reading, the icy winds, or the slushy roads. Take yourself to another time and place: to Chalet chic, the road to your Alpine dreams. Think fuzzy faux fur coats, furry handbags and ivory ankle boots. Invigorate yourself while strolling through the pine trees, down to the local village. And relax like an Alpine Goddess, in the steamy hot baths that overlook the quaintest of towns, as the elite glide down the slopes. Apres- ski? The sounds of a soothing fireplace. A cup of hot cocoa brimming in your hands. Wishing upon a bucket of stars overlooking a twinkly village below.

# Fashion, Interiors and Homes



## Faux Fur

There's a new 'Fauxvolution' happening. Faux fur has re-emerged from the mid-century's mink jacket. Enter Unreal Fur, a cruelty-free, vegan fashion brand dedicated to the wellbeing of animals and the environment. This season, find your Faux-fest in powdery hues of cream, sleet and white. Along with their array of furry jackets, puffers, long coats, vests, and our favourite mini-me item - the Fur-ever Coat!

## Colour Me Pretty

We have opened our Pandora's box of White Winter hues. Think ivory, light grey and pearly pinks. Think purity, enchantment and soft tones. Think effortless chic. Think the Waterfall jacket - our style must have of the month. Feeling fresh, smart & stylish is the zone we are in. Match these looks with our Boho & Co Miniature Chandelier Earrings, and you'll be the vision of a modern day goddess.



Grey Goddess Earrings \$40.00



Cocktail Collection Earrings \$40.00

Zjoosh into autumn: mixing mauves, beiges and taupes, with pretty florals, throws and cushions, against a creamy backdrop that spells cozy.



## Village Moderne

Open up your senses, to a robust dwelling, with a beautiful juxtaposition of glass and centuries-old brick.

