

Nicole Salinger



Fashion Writing & Product Descriptions 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 copywriter, storyteller and fashion lover. I specialise in creating descriptive and empowering copy to bring products to life.

As a Copywriter, I do the following:

- I rewrite and edit your product descriptions.
- I can bring out the message of your biz.
- I write authentic storytelling copy to boost your bio.
- I write descriptive copy to make your products sing!

My deep interest in creative writing and storytelling, combined with women's empowerment has led me to create engaging copy for small businesses in the fields of design and fashion. I have spent the last 15 years as a designer, plus 6 years copywriting for clients in the fields of Wellness, Styling and Coaching, as well as contributing to women's wellness websites such as *wisewomencanada.com*, *yourpeakstate.com*, and *Bounce Australia*. I have also had the pleasure of being featured as a wellness and coaching writer for Get A Life Australia, a Lifestyle and Wellness Show on Channel 7's TV4ME, as well as winning a Wizo Victoria volunteering award for women's wellness. I have crafted blogs, ebooks and web pages for styling and coaching facilitators, such as Sydney Remedial Massage, Style Confidante and Altered Career.

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

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

I look forward to aligning my work with yours.

Sincerely,

Nicole Salinger

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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 have the ability to bring your products to life with creative words. So working with me, for your fashion, beauty or styling business, will be a breeze.



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 time, research, telephone calls, rewrites and edits. 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.

I look forward to our writing journey together.

THE SUBJECTS I SPECIALISE IN:

- BEAUTY
- EMPOWERMENT
- FASHION
- PRODUCT DESCRIPTIONS



Yves St. Laurent

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SERVICES, TERMS & PRICING



COPYWRITING & EDITING

I specialise in refreshing copy that is uplifting, inspirational and empowering for your audience. This can include:

- Website Pages
- Business bios
- Product descriptions
- Business Proposals

LADYBOSS STORYTELLING

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

- Blog articles
- Linkedin bio
- Personal bio
- About me page.



TERMS AND CONDITIONS

1. A 50% deposit is required so I can book in your project.

2. Up to 3 changes per image included with every package

3. Please transfer your deposit to:

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

MY PRICES

Daily Rate: \$360.00

Blog Post: \$150.00

10 Blog Posts: \$1200.00

1 Page web copy: \$180.00

5 Page Web Copy: \$800.00

10 Page Website: \$1200.00

About Me Page: \$180.00

Linkedin bio: \$180.00

10 Instagram Posts: \$1200.00

Fashion Bios & Catalogues...



“ At Boho & Co, our mission is to make beautiful pieces that reflect the beauty of a woman, in all her kaleidoscopic glory. ”

- Nicole Salinger, Founder,
Boho and Co Designer Jewellery

Boho&Co

Boho & Co Designer Jewellery is a Melbourne based Accessories Label with a Modern Edge. We create luxe Jewellery designs for the Fashion, Wedding & Special Occasion Marketplace. Our designs bring an air of show-stopping opulence, seduction and worldly sophistication. Our brand is for women of all ages, who wish to shine in their own individual way. Whether it's for Bridal, Evening, Fashion, Resort or Special Events, our range of beautiful crystalized jewellery will make you shine like an Everyday Goddess.

www.bohoandcodesigns.com.au
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Cocktail Queen Collection



Be a Classic Cocktail Queen! At Boho & Co, we love our monochrome Black & White range, for a sleek, Fun & Flirty party look. Whether it's after dinner drinks, or an after work function, add your own dash of sophisticated glamour with our mixed Black, Grey and White hues necklaces, Strand bracelets and Chandelier earrings, all designed to make you shine! Shop Now!

- | | |
|------------------------------------|----------|
| 1. Boho Tassel CZ Necklace | \$69.00 |
| 2. Strand CZ Bracelet | \$45.00 |
| 3. Boho CZ Necklace | \$65.00 |
| 4. Chandelier CZ Earrings | \$40.00 |
| Special 1: Set of 3 (2, 3 & 4) | \$140.00 |
| Special 2: Set of 3: (1, 2 & 4) | \$145.00 |
| Special 3: Set of 4: (1, 2, 3 & 4) | \$210.00 |
- *All of our prices include GST.*

Fashion Captions



*Sometimes all you
need to do is just
shimmy & shine.*

BOHO & CO DESIGNS



Cool
as a
Kitty
Kat



*Party Like An Everyday
Goddess.*

BOHO & CO DESIGNS

Fashion Descriptions

Women's Product Description



Description of Triangle Tassel Earrings

Be a vision of luxe Tropicana adorning our Triangle Tassel Earrings. Featuring a delicate gold metal triangle, and flirty tassel trim, these earrings are a perfect choice to style your way from poolside mode to hot summer nights. Available in tones of Peacock Green and Navy, and made from metal/polyester, these Triangle Tassel Earrings are a winning choice for chic holiday style.

Child's Product Description



Description of Tutu Skirt

Let your mini- ballerina shine in our sparkling tutu skirt. Perfect for birthday parties or special occasions, this bubbled tulle skirt, speckled with gold detailing and a sweet pearlescent waistband, will have her twinkling up a storm. This tutu skirt is available in Ice Pink and LemonSorbet, and in sizes 2 to 8. Made from polyester with a cotton lining, please wash this skirt as per care instructions found on garment.

Fashion Blurbs

Colour Me Pretty

This month at Boho & Co, we have opened our pandoras 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.



Winter Wanderlust Earrings \$40.00



Grey Goddess Earrings \$40.00



Cocktail Collection Earrings \$40.00

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Fashion Descriptions

Chalet Chic



This month at Boho & Co, we want you to indulge yourself in the cosy comforts of winter. Forget about the subzero reading, the icy winds, or the slushy roads. We want to take you 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. Bedazzle everyone in your Winter Wanderlust bling at your Alpine bash! Invigorate yourself while strolling through the lineup of Chateau Heaven down to the local village. And relax like an Alpine Goddess, in the spa happy baths that overlook the quaintest of towns, watching the elite ride the slopes of White Wanderlust. Holds this enchanted world close to your heart, and enjoy your hot cuppa, showing the world you are the Alpine Goddess.

7. The Faux Fur Jacket



4. Our Ear Candy



5. The Furry Bag



6. Our Neck Candy



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Fashion Article Writing...

This month at The Creative Goddess, I am collecting some inspiration. The world has changed, in more ways than we can ever imagine. So I think it's time to recharge, reflect and reach for a cuppa... of good, old fashioned Winter Wanderlust! Think sparkly crystallised snowflakes, delicious icicles and blanketed white snow. Think cups of mulled wine, faux fur blankets and alpine villages. Come along with me to unleash your inner Elsa, and ride with me on a husky driven sled - into a Wonderland of pure winter magic.

Here are the top 5 things I love about Winter Wanderlust!

The Winter 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.

Snowflakes



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! Magic indeed.

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, watching 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 Article Writing...

Faux Fur Fashion



That’s right. There’s a new ‘Fauxvolution’ happening for your snowfest! 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 their powdery hues of cream, sleet and white. Along with their array of furry jackets, puffers, long coats, vests, and our favorite mini me item - the Furever Coat!

The Colour Of White



In the cleansing blank canvas of winter, we can clear our minds, reassess our thoughts, and reflect on our lives. Where there is white, there is strength. When you start to question your life, or are seized by self doubt or inner sadness, you only have to look at a snowfall for your answers. When powdery white layers blanket a driveway, or a footpath, it is nature’s way of showing us how we can make a fresh start, and that negative feelings or situations, however big, are only temporary in the vast horizon of life.

Winter likes to breed her magic, in the most mysterious of ways. She throws her hand out to invite the harshest of conditions to us, so that families and friends can congregate and connect, in gatherings of love. Teaching us that, throughout life, we can always look to Winter’s Wanderlust to feel sparkly and inspired , on the inside and out.

Testimonials

I sought Nicole out to help me write a marketing brochure for a retreat I am in running in Italy. Nicole listened, coached me and really attuned with my intention, my market, the destination and the whole essence of what I was wanting to portray to have my clients feel like they just had to be there! She word played patiently until I was totally satisfied and almost felt like I had written it myself....which I hadn't!...Nicole is totally at ease with word smithing and obviously loves what she does as it comes naturally and with great ease." **Susan Ryan Artelier**

Working with Nicole was really easy! She was easily able to adapt her writing for my audience and deliver to the brief. She gets the Coaching business! I would recommend her". **Kerina Alter, Altered Career**

'Nicole, thank you for your professional and wonderful work , which formed the foundation and enabled us after many months of hard work to launch the final product. The process has been a learning experience for us. Thanking you.' **Erwin Deutsche**

Nicole wrote 9 outstanding blog reviews for Season 1, of our Wellness TV Program, Get A Life Australia. From the start, Nicole took initiative in crafting the right words and blog content for our audience, but she also took care to add the right sponsored content that would add value to their bottom line. She has a sound knowledge of wellness marketing, and digital marketing content, and was confident in delivering her content to our various social media platforms, such as Facebook and Instagram. I would not hesitate in recommending Nicole's Digital Content Services." **Alan Behar**

I was looking to refresh my home and team-building pages on my website to reflect my values and services and found the perfect copywriter for my situation. I really enjoyed working with Nicole and her process. She took time to get to know me and what I wanted, which made the process a joy. Our conversation about my business and values delved deeper to find out I have more gifts to offer my potential clients, which was a lovely awakening. I found Nicole to be personable, caring and passionate about what she does; I would have no hesitation in recommending Nicole to anyone." **Peta Minter, Positive Music**

I was looking to rewrite my bio and linked in pages, not only to elevate the words of my personal brand, but to also bring out my authentic personal story. Luckily, I found Nicole Salinger, Copywriter and Storyteller. I really enjoy working with Nicole. She is a passionate Storyteller that understands how to draw out your personal story to make it meaningful, authentic, and above all, engaging. I would recommend Nicole to anyone who needs their personal story written with integrity, and for any brand in the business of coaching, motivating or inspiring others."Thank you, Nicole! **Melissa Lewis, Style Confidante, Transformations Coaching Group**

I highly recommend Nicole Salinger if you need help with writing or copywriting! Nicole, you have the gift of articulation and clarity in your writing. You were able to easily and effortlessly connect with what was in my heart and what I wanted to say. I love my 'About Me' page, it's not easy to write about yourself! Thank you!"

Cheryne Blom, Be You Be True

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