

Nicole Salinger



Copywriting & Storytelling Information Pack

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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 passionate, soulful copywriter, storyteller and wellness advocate. I specialise in creating uplifting, inspirational and empowering copy for businesses and brands.

As a Copywriter, I do the following:

- I rewrite and edit your website content.
- I bring out the message of your biz.
- I write authentic storytelling copy to boost your Personal Brand.
- I write blog articles to improve your SEO.

My deep interest in personal growth, combined with my wellness journey has led me to create engaging copy for other small wellness businesses. It has also led me to becoming a motivational podcast host at The Creative Goddess Podcast.

I have spent the last 6 years copywriting for clients in the fields of Wellness, Mindfulness and Coaching, as well as contributing to online 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 wellness and coaching facilitators, such as Sydney Remedial Massage, Positive Music and Altered Career.

My writing for your business combines the seeds of knowledge in the fields I am most passionate about - Mindfulness, Personal Development, Psychology and Spirituality.

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

Mobile: 0418 885 088

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 and communication needs.. I am also been a practising wellness and empowerment advocate, and an ex- Les Mills instructor. I live and breathe empowerment, and I share inspirational thoughts and uplifting ideas. So working with me, for your wellness or coaching 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:

- WELLNESS
- FITNESS
- EMPOWERMENT
- ABOUT ME PAGES



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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

SOUL- DRIVEN STORYTELLING

I have a deep understanding about what it is like to be on a journey. So, if you are an online entrepreneur, 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

About Me Page

"I wanted to say a very big thank you to Nicole Salinger in writing my 'About Me' page on my new website, Melbourne Celebrant Keren. Nicole just understood exactly what I wanted to say and how I wanted to say it - she just got me! If you are looking for someone to help you get your message out there, contact Nicole. Thanks Nicole xxx'
Keren Loyer, Melbourne Celebrant.



Hi, I'm Keren and welcome to my page. I'd love to share my story about how I became a Celebrant.

Being a Celebrant complements my outgoing, positive personality and my genuine passion for people. It combines everything that is important to me in my life. My passionate values of love, family and bringing people together. The joy and satisfaction of helping couples weave and define their paths towards a lifelong journey of love and fulfilment and to be able to do this for others is such a blessing.

Speaking of blessings, I am a Mum to three gorgeous boys, a wife to an amazingly supportive man and a daughter to parents who have instilled in my sister and I the values of family, friendship and a deep sense of community.

It is my passion to be able to bring two people together in a customized fashion that suits both parties. When my husband and I were engaged, we found it a challenge to get married in a traditional sense, as we were from different faiths. Being Jewish and marrying my non-Jewish husband, I was unable to be married by a Rabbi. However it was important to us that we included the Jewish traditions, such as being married under a Chuppah, Breaking the Glass and reciting the Seven Blessings.

Since that time, helping couples facing the same challenges as I did is what fuelled my passion to become a Celebrant who combines the Cultural elements of various ethnicity's within a single Ceremony.

Since 2009, I have proudly performed hundreds of Wedding Ceremonies, Naming Day Ceremonies and Commitment Ceremonies.

Each couple I meet is unique. So from a first meeting, by asking questions and getting to know the couple, I am able to make a ceremony personal, warm and fun.

I would love the opportunity to meet with you, to help you plan and be part of your special day.

Keren



The Top 5 Ways to Set Up Your Emotional Boundaries.....

In life, we encounter many different kinds of energetic frequencies. Some are high, some are middle ground, and some are low level energies. Alternatively, multi - layered energies can also sometimes feel like the seasonal changes of unpredictable weather, like the calm before the storm, or the different sounds of cars whizzing past, back and forth on a busy road. Most of us are not fazed by any energies at all.. we are desensitized to them. However, others are so sensitive to them, they feel like their bodies are open vessels for energy to flow through, no matter what frequency it is, and who it is coming from.

If you are a highly- sensitive person like I am, you might experience roadblocks with particular negative and toxic people in your spiritual space because you become encapsulated by their very strong energy, and unfortunately, you do unknowingly sponge up all their low level vibrations. In fact, the negative vibes you may be experiencing roadblock you so much that you start feeling trapped, paralysed with fear, zapped, tired and even depressed around that person.

So the solution is that some of us have to create imaginary boundaries in order to protect our inner spirits from harm. After all, don't we all want the emotional freedom to exist happily within ourselves and lovingly with everyone around us?

To help you achieve this, I've compiled a list of the 5 things you need to do right now to create your own protective boundaries, so you can remain happy, balanced and content in your life's journey.

Elevate Your Vibe

Start by engaging in an activity that makes you feel good... that engages and gets you in touch with your Mind, Body AND Spirit. Something that heightens your senses. It could be Cooking, Gardening, or I'd recommend Fitness activities such as Dancing or Yoga, which produce Endorphins, otherwise known as the "Happy Hormone". The more your senses start to get elevated in joy, the more your spiritual energy will positively start to rise to a higher Vibration.

Practise Saying No

If you are everyone's "Yes" person, and have reached a point of feeling unappreciated and a bit resentful... because you are putting everyone else's needs before yours, it's time to face yourself in the mirror and practise saying "No". While you are faced with your own reflection in the mirror, stare into your eyes, and say "No" five times, each time louder than the other, building your voice. Let your voice ring out loud and clear, for it's your soul's power being set free! Once you hear your own voice sing out it's liberated sound and meaning, you've now shifted your energy to a purposeful, higher vibration of respect and authority.

Stop In The Name of Love

Once you have mastered saying "No", and sitting comfortably in a more authoritative headspace, it's time to put it into your body. Like a boxer in a ring, I want you to stand in front of a large full size mirror. Then I want you to imagine standing in front of someone you need to create boundaries with. Let's look at your body language: pay attention to your posture.. are you standing upright? Are your shoulders back? Is your tummy pulled up? Now extend one arm out with your hand and fingers flexed, and say the word "Stop". Then close your eyes when you say it, and imagine a bright laser of light bursting out of your hand, creating a shiny shield of protection in front of you. Or.. like Spiderman.. " A Web Of Protection."

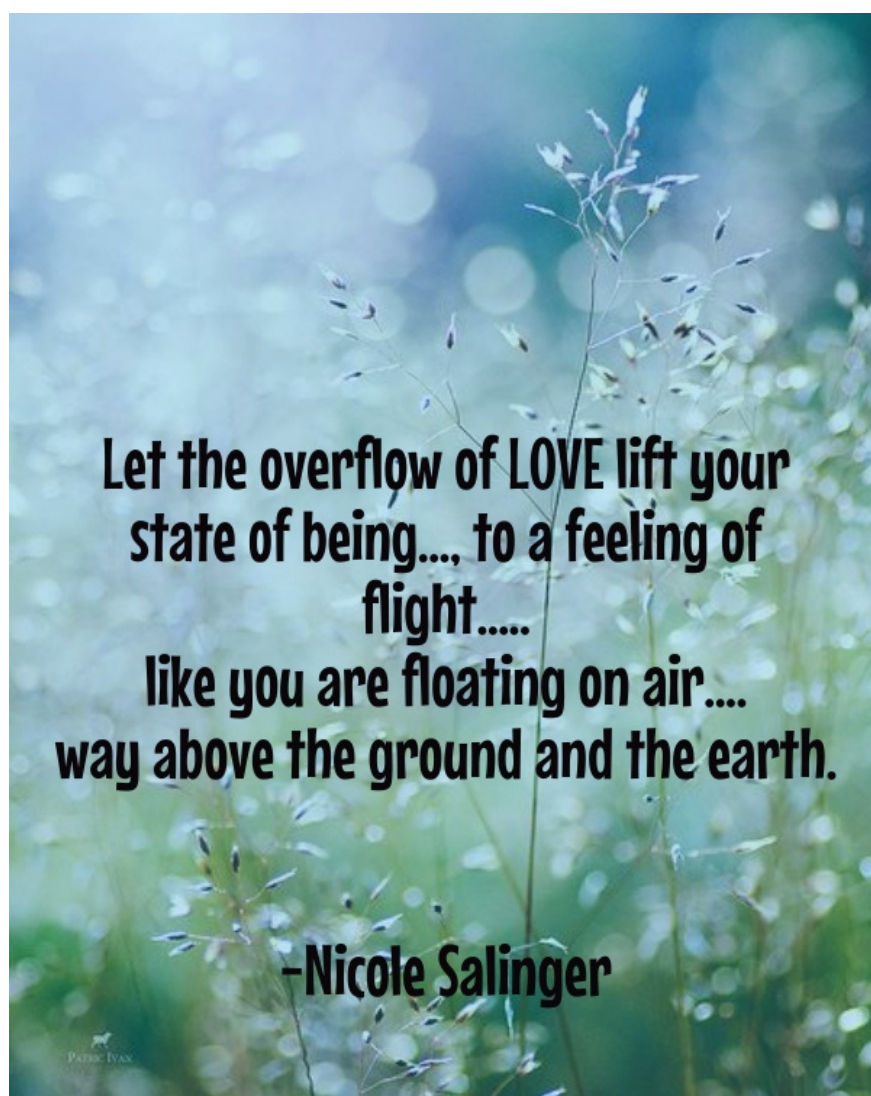
The Top 5 Ways to Set Up Your Emotional Boundaries.....

Go On A 'Walk Of Purpose'

If your negative energy encounter is at work, or even before school pickup, you'll need to elevate your mind to a happy, vibrant level before seeing that person, because a low level energy will never be able to reach high enough to bring you down. So before that interaction, go on a "Walk of Purpose" beforehand. Put on your gym clothes, put on your earphones, and listen to your favorite songs on your iphone. The songs need to have a strong beat, so your walk becomes purposeful with power. Walk around outside, preferably twice around a park if you can. Not only will your body language become more powerful, but your mind has a tendency to clear when you take in some fresh air, and your well earned endorphins will help your energy levels reach an alltime high!

Paint Everyone You Meet With The Universal Energy Of Love!

Be kind to everyone you meet. The kindness you give will build a wall of light and love around you, because positive energy works like a boomerang, or a mirror. The more you give, the more you get back. That is the Law Of The Universe. So paint everyone you come into contact with, with the universal energy of peace, kindness and love. From greeting your next door neighbour with a smile, to kindly helping an elderly person, to being so thankful to the universe for giving you the opportunity to have children to care for and love. Be thankful and have gratitude and think your good thoughts wherever you may go, and they will come back to you in spades. All your goodness with then start to overflow from you, and your radiant positive energy with then overpower any negativity.



How To Complement Your Workout

By Nicole Salinger.



As you embark on your fitness success story, there are lots of exciting chapters waiting to be opened. At this stage, your body may start to crave a bit more variety, to tone down the high energy of your workouts. So have you thought of extending yourself, and trying other programs that COMPLEMENT your current exercise regime, that instead focus on calmness, balance and relaxation?

At Recreation Carnegie, we invite you to try these 3 classes that bring the elements of Mind, Body and Spirit together, to help you relax your mind, and open up your fitness spirit:

Vinyasa Yoga

Welcome to a calm environment, where you will spend an hour in an ancient, sacred practice that is meant to bring together clarity, movement and meditative elements for your overall wellbeing. It is done through power based Yogic poses that improve your flexibility, balance and breathing, and that mentally train you to be the Master of your Mind, Body and Soul. Results: Feeling strong, enlightened, relaxed and rebooted for the rest of the day!!!

Bodybalance

Welcome to a reinvigorating class to relaxing music that mixes the elements of Yoga, Tai Chi and Pilates. This class is quite transformative, in the sense that the tracks chosen are meant to take you through a series of stretches, moves and poses to refresh your mind, creating balance, strength, flexibility and clarity of spirit, bringing your body into state of harmony and inner calmness. Results: Feeling balanced, centered and refreshed to bring you back to the essence of YOU.

Foamroller

Welcome to the world of self- massage, where you will enter a quiet, reflective space for ultimate relaxation and inner stillness. In 30 minutes, you will learn the techniques of myofascial release to improve your flexibility, function and performance. Results: Feeling relaxed, stretched, and reinvigorated to tackle your other classes!

Have you tried any other classes at Recreation Carnegie that have extended your Mind, Body, and Soul? Please share!!!

Until next week!

The team at Recreation Carnegie!



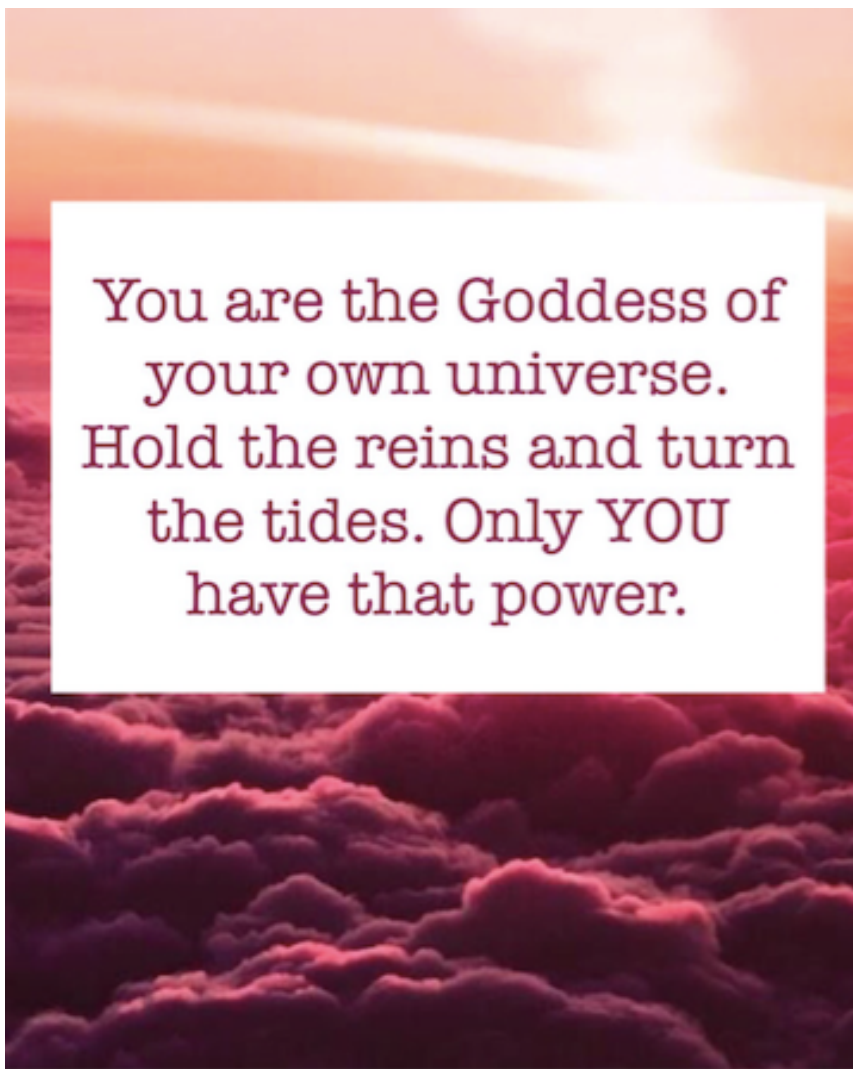
Motivational & Inspirational Copy...

**"To move forward, you must become a Weaver.
Threading your life back together, bit by bit,
until it forms a rich new tapestry of art."**

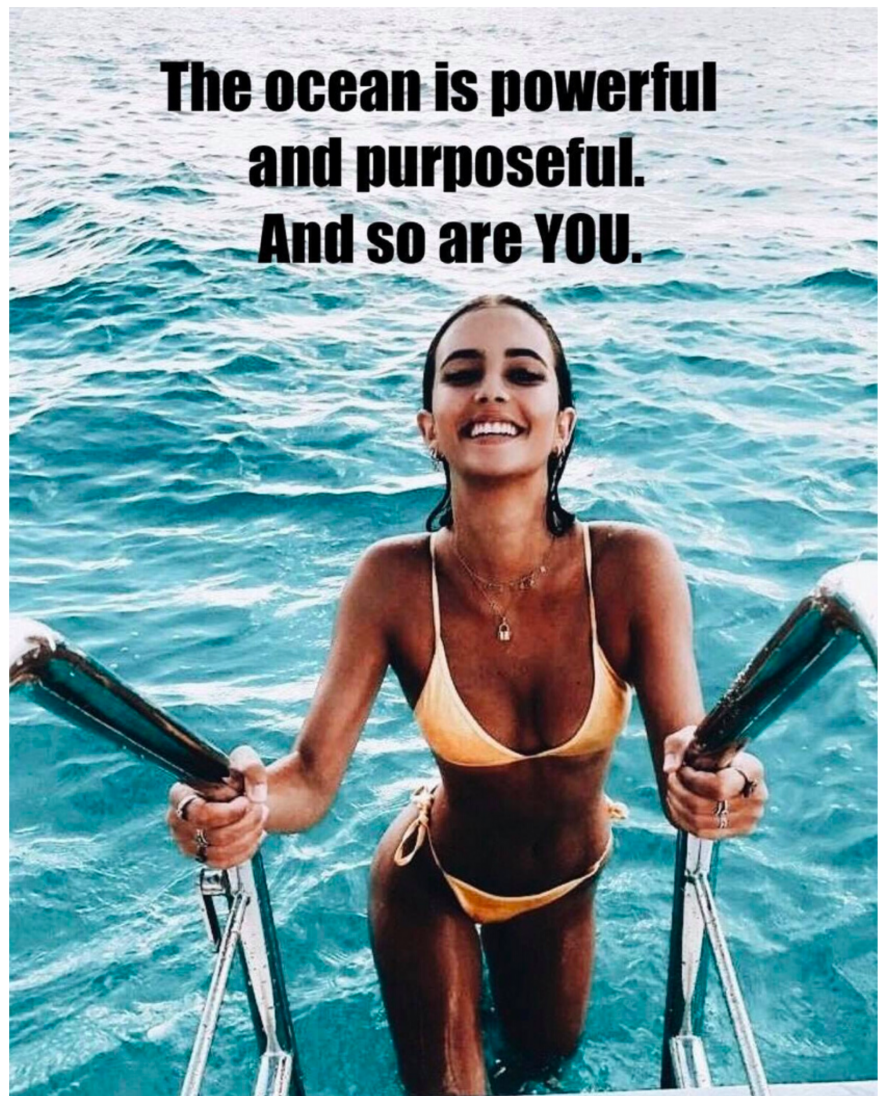


‘There is always hope in nature.
It swerves, evolves and changes
regardless of us. It is the beautiful
background of our lives, no matter
where we live in the world. We
cannot control it....nor do we wish
to. So perhaps there is hope and
beauty in that. Maybe life’s answers
are in nature itself. Of its wonder.
Of its secrets. To provide meaning
in a world that craves it right now.’

You are the Goddess of
your own universe.
Hold the reins and turn
the tides. Only YOU
have that power.



**The ocean is powerful
and purposeful.
And so are YOU.**



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Testimonials

I sought Nicole out to help me write a marketing brochure for a retreat I am in running in Italy. Nicole listened, coaxed 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 Ross, Be You Be True**

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