

erikaholmes

COPY

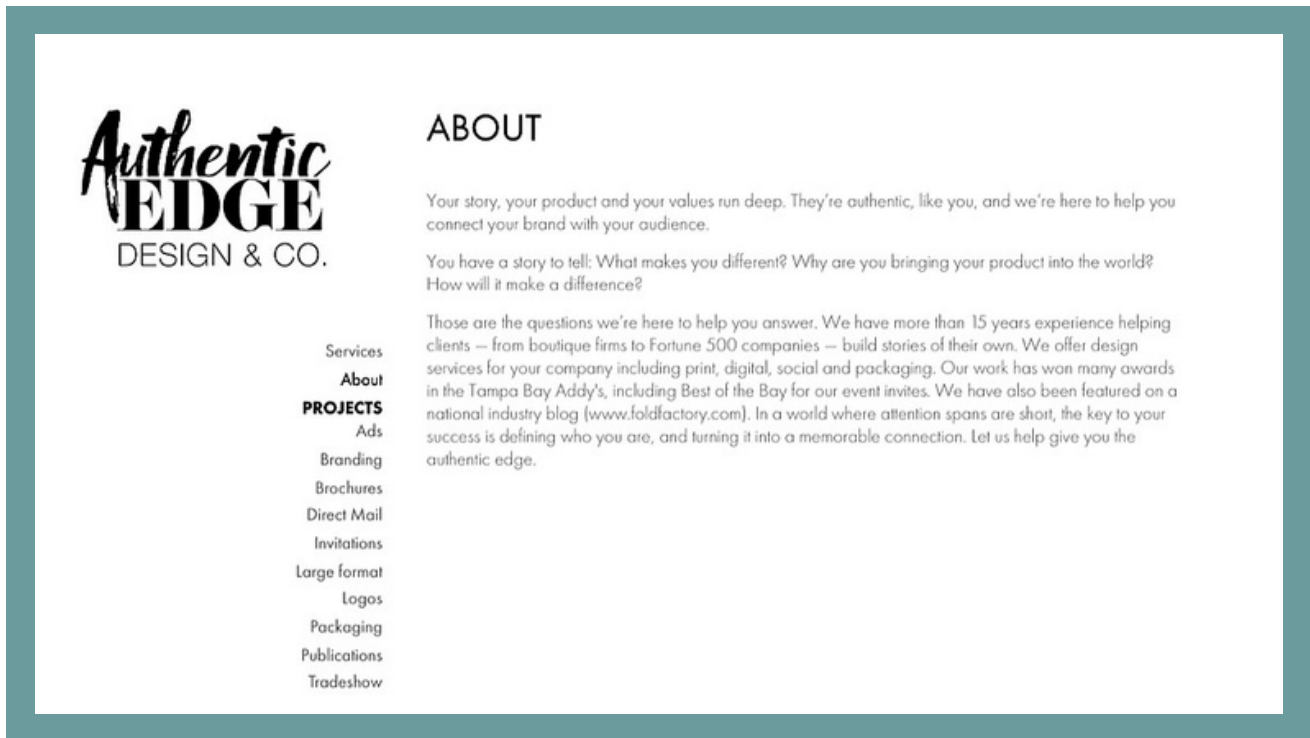
Makeover Gallery

A collection
of copy
before and
afters
created by
yours truly.



Before No.1

AUTHENTIC EDGE DESIGN & CO. | ABOUT PAGE



PROBLEM AREAS

WHO IS "WE"?

This is a common question solopreneurs and personal brands have when it comes to writing their About copy: Do I use "I" or "we"? In my book, the answer comes down to transparency and owning your smallness. Is there an actual "we," or is it just you?

Now, if you're planning on growing a small team or micro-agency-type business, the use of "we" might be appropriate. But there's **no one** to connect to on this About page. Other than a few listed awards, I can't tell who I'm doing business with, and the fact is, people do business with people.

TOO VAGUE

"We're here to help you connect your brand with your audience."

Ok cool ... how exactly? Facebook ads? TV ads? Email marketing? Branding?

TOO BUSINESS-Y

The awards listed are solid, and words like “story” are trending buzzwords in the industry. But other than that, there isn’t enough emotion or personality coming from the page. She’s offering to tell your story, but she’s not sharing hers. The copy also doesn’t speak directly to the specific problems her ideal customer is having and how she can solve them. The problem she is offering to help solve (telling your story) feels too “big” and not specific.

The Reveal No.1

AUTHENTIC EDGE DESIGN & CO. | ABOUT PAGE

I'M YOUR WINGWOMAN.



Your next chapter begins now. Let's make it a page-turner.

I'm a graphic designer and marketing strategist who helps entrepreneurs in the health, wellness, and life coaching spaces design a brand and a business they love. My current and past clients have called me everything from a lifesaver to a Godsend. But my personal favorite? Wingwoman. And now?

I'm your wingwoman. Sent by the universe to help you turn your dreams into action and your vision into an ah-mazing brand.

COPY CHANGES

PERSONALITY-DRIVEN HEADLINE AND COPY

"I'm Your Wingwoman. Sent by the universe to help you turn your dreams into action and your vision into an ah-mazing brand."

Now that's someone I'd like to do business (and happy hour) with. I have an instant visual of sitting down to chat over coffee or craft beer.

CLEAR ABOUT WHAT SHE DOES AND WHO THIS IS FOR

"Graphic designer and marketing strategist" for "entrepreneurs in the health and wellness space."

ADDING A PHOTO

We ditched the "we" and THERE's that beautiful face! Now, I'm no photographer. I didn't take this photo, but you can bet I told her to hire a professional photographer stat.

CLEAR ON WHY I NEED YOU

These bullet points get inside her ideal audience's mind — this shows she knows exactly what they're struggling with and what kind of language they use.

Because...

you've got an amazing business idea that's been brewing for years. You know you need a logo, brand board, business cards and other marketing materials. But where do you even begin (and what is sans serif, anyway)?

Because...

you've been doing this entrepreneur thing as a side hustle for a while, but you're ready to "go pro."

Because...

the world of Facebook and Instagram gives you panic attacks (and let's be honest, your graphics and images aren't exactly share-worthy)

Because...

you dream of hosting grand openings, launch parties, seminars, and VIP events, but a Facebook invite or evite just isn't gonna cut it when it comes to your high standards.

COMPELLING STORY

Not only is Bree's story genuine and compelling — it's directly related to her "why" and her target audience. Sharing this personal insight instantly makes people feel connected, especially if they can relate and have been through something similar. By the time a potential client gets on a discovery call with her, they already know so much about her that the conversation comes naturally, like catching up with an old friend.

I wish I'd had a wingwoman when I first started building my business a few years ago. Someone to help smooth the transition from corporate world to entrepreneur life.

My journey to entrepreneurship may not be so different from yours.

I always liked my job as a graphic designer and art director. For 15 years, I led brilliant teams and created award-winning designs. Being selected one of Tampa Bay's rising stars is still one of the most memorable moments in my career.

But deep down, I knew I wanted more. More flexibility for my busy mom-of-two life. More control over my schedule and creative process. More purpose in helping others succeed.

I figured I'd get to it "some day." After all, I'm still young and healthy — plenty of time to chase my dreams, right?

Then my perfectly healthy mom, my best friend, and "Nana" to my two young boys, was diagnosed with liver cancer. She lost her battle in 2015.

A lot of people describe loss by saying their world was "turned upside down." I didn't really understand what that truly meant until then. To this day, my world is not 100% right-side up, and it probably never will be. Losing her made me realize that we actually don't have all the time in the world, and that made me question and reevaluate everything.

So I made a choice. No more waiting. No regrets. And no more building someone else's dream.

I made "some day" today. Was it scary? You bet your yoga pants it was. Have I regretted it for one second? Not a chance. I didn't have all the answers when I first started, but I've found my footing along the way.

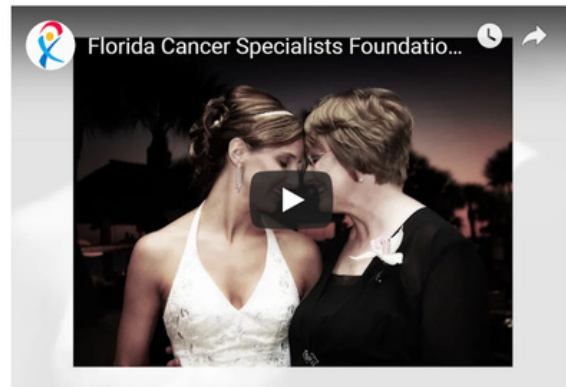
Since starting my business I've helped some amazing business owners, including ...

- an amazing fitness trainer who wanted to grow her reach with powerful social media graphics and strategy
- an entrepreneur who, like me, lost a parent and decided to make every moment count by taking the leap (and investing in a meaningful logo and branding)



Volunteering

When I'm not helping business women fly, I'm walking with my mom's wings and volunteering at the Florida Cancer Specialists. This walk I love!



Before No.2

Beauty Bright Design | About Page



PROBLEM AREAS

“MEH” HEADLINE

You're already on the “About” page, so you won't need a headline that says “Meet the Designer.” Let's get to the good stuff!

TOO MUCH ABOUT HER

Your About page should be as much about your ideal customer as it is about you. This version started with her family life, without connecting it to what she does and why it matters to the reader.

THE BIG REVEAL No.2

Beauty Bright Design| About Page

– let's get this party started –

Hi, I'm Molly, your party-planning bestie, your graphic design wizard, your guide to the Land of Stationery.

I help modern couples and Pinterest-obsessed party hosts stand out in guests' mailboxes, with bold, imaginative invitations that are custom designed with your theme and personality in mind.

I believe there's always room to bend the rules a bit when it comes to stationery, so you can balance what Mom and Grandma may want and what you want.

I started Beauty Bright Design because I believe today's modern couples and discerning party planners are looking for event stationery beyond the "typical." While I love simple creams and scripted fonts as much the next girly gal, I also love non-traditional fonts and bright, bold colors. I started my boutique design firm to serve free-spirited souls who aren't afraid to let their geek flag fly and break a few traditions.

I can't wait to hear your vision and bring it to life.



Ready to get this party started?

[BOOK A DESIGN CONSULT ↗](#)

– FUN FACTS ABOUT MOI –

- My husband and I are high school sweethearts. Despite the fact that I spend most days designing wedding invitations, we eloped!
- I speak Russian. Привет!
- I'm a sushi-oholic. 🍣
- I'm passionate about LGBTQ Rights and mental health awareness.
- I've lived in 8 states and moved 34 times (military family!).
- I go to Target three times a week (you too, right?).
- I'm a nerd at heart, with a deep love for all-things Star Trek, Big Bang Theory, Game of Thrones etc. (I don't speak Klingon or Dothraki, but I'm willing to learn for the right client!)



[BOOK A DESIGN CONSULT ↗](#)

COPY CHANGES

SPEAKING DIRECTLY TO IDEAL CLIENT

I help “modern couples” and “Pinterest-obsessed party hosts.”

Molly’s ideal client is a slightly more “nontraditional” bride or party planner. Her goal is to attract clients who want to venture off the usual creams and pastels for their invitations.

“I started my boutique design firm to serve free-spirited souls who aren’t afraid to let their geek flag fly and break a few traditions.”

BENEFIT-ORIENTED SPECIFICS

These benefits speak to what’s going on inside her ideal customer’s mind.

“stand out in guests’ mailboxes”

“custom-designed with your theme and personality in mind”

“balance what Mom and Grandma may want and what you want”

LEADS READERS TO BOOK A CONSULT

Strategically placed between her About Me paragraph and the Fun Facts blurb is a nice, big, can’t-miss call to action to book a call. On every page of your website, you should be guiding the reader toward the step you want them to take.

Ready to get this party started?

BOOK A DESIGN CONSULT

IMPORTANT DETAILS DISGUISED AS FUN FACTS

They are FUN conversation starters designed to help potential clients find something in common. But they're also strategically designed to attract the right audience and repel the wrong ones. P.S. Notice ANOTHER CTA guiding users toward booking that consult.



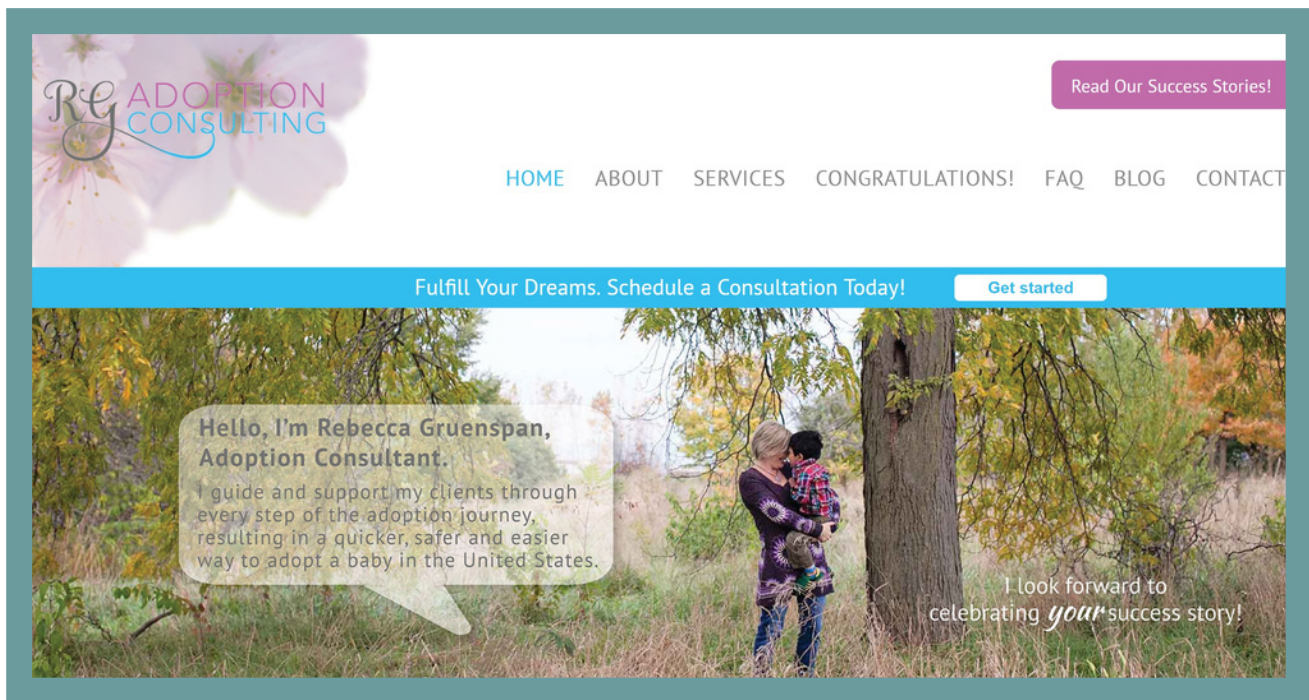
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BOOK A DESIGN CONSULT ↗

BEFORE No. 3

RG ADOPTION CONSULTING | HOME PAGE HEADER



PROBLEM AREAS

CLEAR BUT DETACHED



While the copy is clear and we know exactly what she does, she introduces herself before speaking to her ideal client and addressing their pain point. The copy doesn't evoke any sort of sense of urgency, empathy, or emotion.


TOO FORMAL

"I look forward to celebrating your success story!" doesn't have enough oomph or promise behind it.

THE BIG REVEAL No. 3

RG ADOPTION CONSULTING | HOME PAGE HEADER


[About Us](#) [Work With Us](#) [Success Stories](#) [FAQ](#) [Blog](#) [Contact](#) [Client Login](#) 



You know in your heart you're meant to be a parent.

I know in my heart I'm meant to help you get there.

[Start Here: Get Your Adoption Roadmap](#) [WATCH NOW!](#)



Hi, I'm Rebecca
(you can call me Becca).

Founder of RG Adoption Consulting, adoptive mom, and unflinching optimist dedicated to helping you start the family you know you're meant to have — without wasting any more precious time.

COPY CHANGES

A BOLD, EMOTIONAL, HITS-YOU-IN-THE-HEART HEADLINE

Trying to become a mom has probably been keeping her ideal client awake at night for months or, more likely, years. Here, we show her we know how she feels and make a promise to help her get there

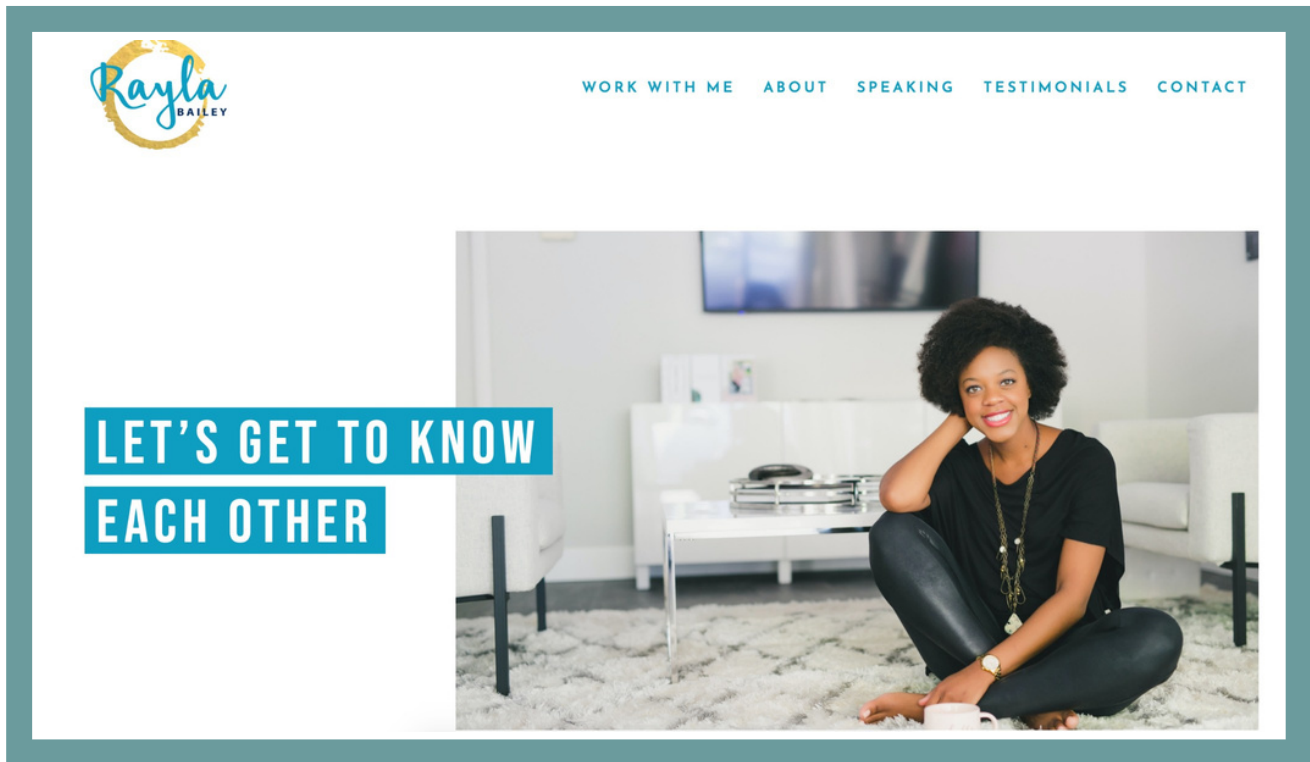
EMPATHETIC, RELATABLE INTRO + CALLING OUT SERIOUS BENEFIT

The previous version doesn't mention that she's an adoptive mom. Here, we make her instantly relatable. She knows what you're going through because she's been through it herself.

"Helping you start the family you know you're meant to have — without wasting any more precious time" is far more emotional and powerful than the previous "quicker, safer, easier way to adopt a baby in the United States."

BEFORE No. 4

RAYLA BAILEY | ABOUT PAGE



PROBLEM AREAS

NO-POW HEADLINE

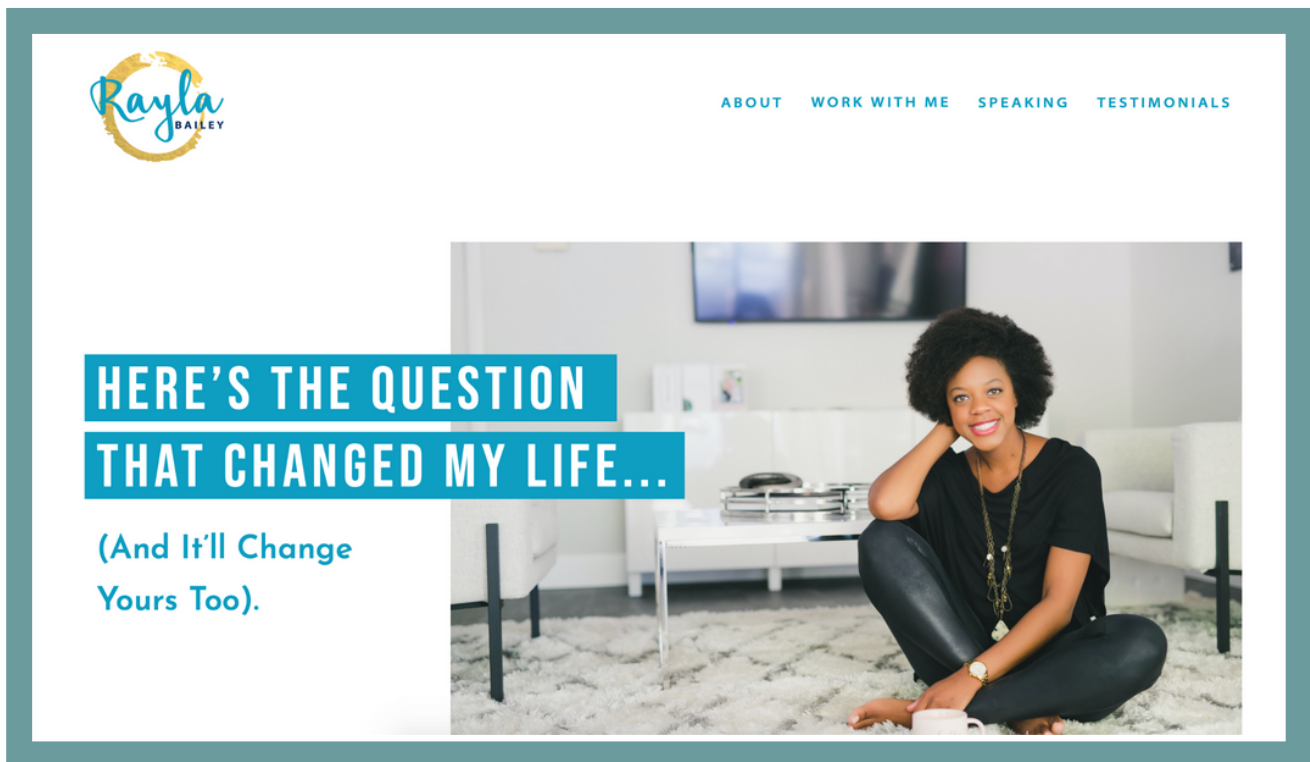
Sure, it's friendly and approachable but it doesn't ignite any kind of energy or feeling. Her ideal client is looking for a major life shift and wants to feel that whoever they hire truly gets it.

TOO GENERAL

This could be on anyone's about page for any industry. It's wasted space that could make a bigger impact.

THE BIG REVEAL No. 4

RAYLA BAILEY | ABOUT PAGE



COPY CHANGES

INTRIGUING HEADLINE

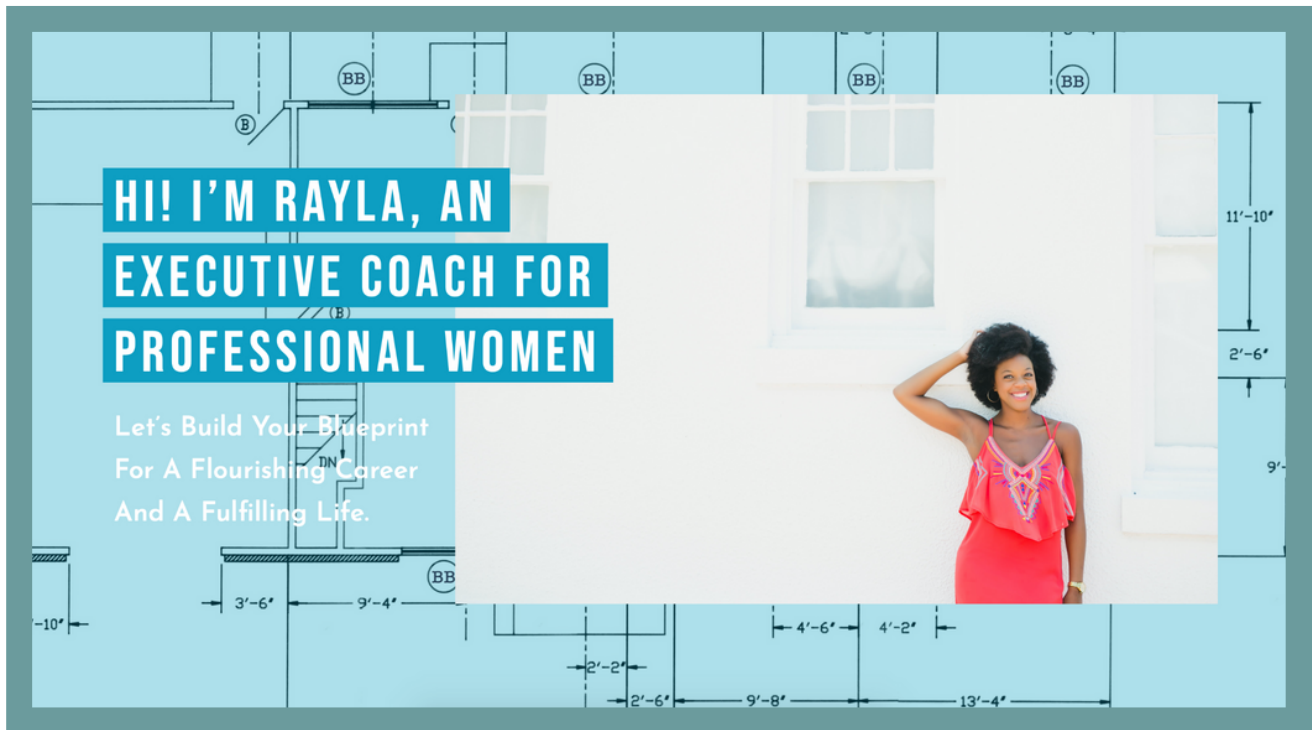
A little curiosity pique followed by a big promise? Yes, please! Who could resist scrolling down a bit to see what question changed her life?

EMPATHETIC SHOWING SHE'S BEEN IN YOUR SHOES

Right off the bat, the readers know that Rayla was experiencing a similar problem, and she found a solution. Also, as a coach, Rayla is acting as a guide here, encouraging her clients to look inward for answers instead of externally. She's not *giving* them the answer; just the questions, which is a cornerstone principle of coaching.

BEFORE No. 5

RAYLA BAILEY | ABOUT PAGE



PROBLEM AREAS

NOTHING

Wait, what!? Then why did you change it?

Let me explain. This headline and subhead combo are totally fine. It's clear what she does and directly identifies her ideal client. It could have stayed exactly like this.

So what is it missing?

One of the biggest things I personally strive for when I write a copy is striking an emotional chord. This copy is warm and straightforward enough, but it doesn't stir up any kind of feeling.

Big Reveal No. 5

RAYLA BAILEY | ABOUT PAGE



COPY CHANGES

A SENSE OF URGENCY AND THE PROMISE OF CHANGE

This is actually breaking one of my own rules, which is clear over clever. But for this particular project, I wanted to light a fire under the reader's feet and make them feel seen. For someone unhappy in their career, the idea of being excited to go to work is a big motivator. Also, I couldn't resist playing off the blueprint theme.

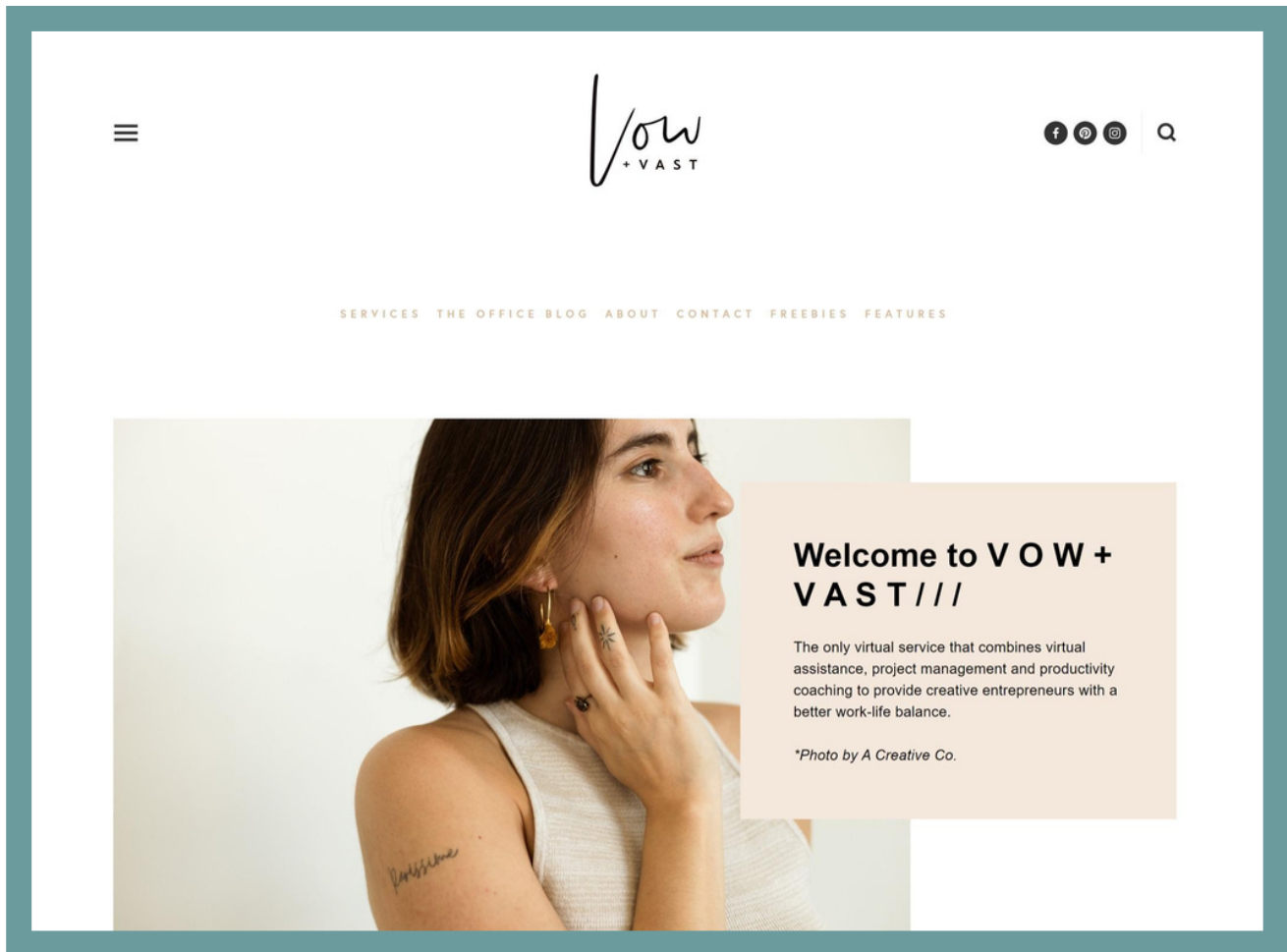
P.S. You can't see it in this screenshot, but right below this, there's a line of copy that clearly states exactly what she does and who she does it for.

A SENSE OF URGENCY AND THE PROMISE OF CHANGE

I added a call to action to match the sense of urgency in the copy and inspire people to take action now.

BEFORE No. 6

VOW + VAST | HOME PAGE



PROBLEM AREAS

WASTED REAL ESTATE

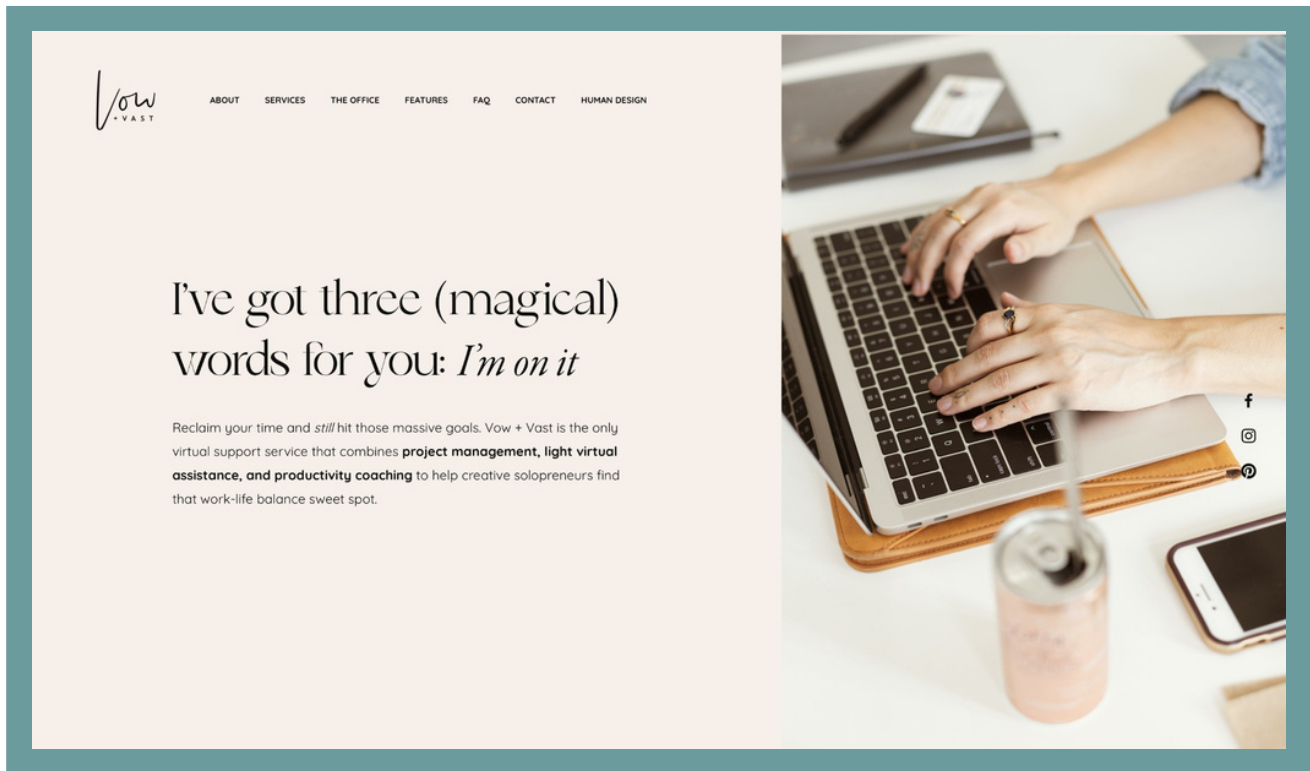
In general, “Welcome to “Business Name” is a waste of prime real estate. They’re already on your website ... trust that they know where they are.

CLEAR, BUT IT DOESN'T TELL ME WHY I NEED THIS

This subhead wins extra points for clarity, but it could still be stronger. It’s not telling me what pain you're alleviating or what problem you’re solving.

THE BIG REVEAL No. 6

VOW + VAST | HOME PAGE



COPY CHANGES

FUTURE-PACING HEADLINE

To a busy entrepreneur, the words “I’m on it” are a giant weight off the shoulders. Any busy CEO who reads this instantly wishes they had someone on the other end of an email or phone saying these words. Hence, this headline creates serious desire and FOMO.

PERSONALITY INJECTION

“I’m on it” is also something Kristen says regularly to her clients, so it infuses some of her personality right into the headline.

BENEFITS

The subhead now helps entrepreneurs reclaim time and still hit those goals - two things every business owner desperately wants.

KEEP SCROLLIN' SCROLLIN' SCROLLIN' ...



Fun fact: One year for Halloween, my three college roommates and I dressed up as the backup dancers in Limp Bizkit's Rollin' video
#noregrets #maybealittle



READY TO BOOK YOUR BEFORE AND AFTER?

YOUR COPY FAIRY GODMOTHER IS IN THE HOUSE



Visit my website:

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