

Professional Copywriting Services

Are you content with your content? Do you need the services of a professional and creative copywriter? My name is Yvonne Curran. I am a freelance copywriter. I am available for website and online copywriting contracting to raise your corporate profile online.

My professional copy services include an interview with involved parties, online research and immersion into the company values, mission statement and product or service lines.

I can adapt to any style or terminology to help you, or your client, successfully convey a message within any industry. Whether in the form of copy for web content or an SEO article I identify your target audience and craft action-triggering copy that is conducive to high search engine ranking.

To convey the core essence of your business, I write concisely and clearly. I incorporate accurate, facts, figures, features and benefits, so that your reader can make a qualified and informed decision. Moreover, I ensure that a powerful and effective call to action is included.

My services are also on offer for your copywriting, editing or proof reading needs for any marketing communication activities such as; direct mail, press releases, articles, newsletters, presentation material, business plans, or technical product sheets.

Please feel free to contact me at any time for further information and a quote on your assignment.

Prices and Terms of payment for my professional copywriting services

Pricing depends on the complexity of the assignment. All assignments are quoted.
Approximate rate is \$65 per hour

Standard procedure including approximate times for approximately 1000 words

- Initial 'phone call and booking of interview time: 10 mins
- Interview: 1 h
- Research (competition, branch organisations etc): 1 h – 1.5 h
- Writing: approximately 4 h
- Email draft text: 5 mins
- Follow up call: 10 mins
- Editing: 1 h
- Email for final approval: 5 mins
- Total approximate time: 7.5 – 8 h

I am available for assignments at a reduced hourly rate when contracted for a block of 8 hours or more.
Payment terms as agreed.

Contact details:

Yvonne Curran, Copywriter

Mob Ph: 0477 549 482

Email: yvonnecurran@hotmail.com

Skype: yvonne.curran Australia

*Yvonne Curran writes compelling copy
Call her today for Professional Copywriting Service*

YVONNE CURRAN

Authorbio Yvonne Curran, professional copywriter

Yvonne Curran's education and career have been devoted to creative communication. One of her most recent roles was as a professional Copywriter at a web development company; Webarena, Perth, Western Australia, helping businesses within a wide range of industries with their online marketing. The ratio between consumer and business-to-business oriented websites was approximately 50:50. Assignments also included content fill, which encompassed graphic formatting of text and imagery, using a content management system.

Yvonne Curran spent 21 years as an account executive (project manager) at a Marketing Communications consultancy, working with international advertising, branding, communication and PR for large international, medium and small businesses within many different sectors, from idea to production. Writing, proof reading and editing were significant elements in her daily work.

Yvonne has taken on assignments in the past as an international correspondent for a number of publishers of trade publications, such as for Baird Marine Publications, and has also worked as a sales executive for trade- as well as popular publications.

Yvonne has accumulated an understanding of a variety of industrial trade terminologies including, but not limited to the following:

- | | | |
|--------------------------|--------------------------------|----------------------|
| ❖ Automotive | ❖ Finance | ❖ Plumbing |
| ❖ Auto electrics | ❖ Flooring | ❖ Real estate |
| ❖ Building | ❖ Floristry | ❖ Shipping |
| ❖ Butchers | ❖ Health and wellbeing | ❖ Shoes |
| ❖ Chemistry | ❖ Heavy industry | ❖ Spas and pools |
| ❖ Construction | ❖ Hearing aids | ❖ Telecommunications |
| ❖ Education | ❖ Home electronics | ❖ Tools |
| ❖ Electrical wholesalers | ❖ Industrial electronics | ❖ Transport |
| ❖ Engineering | ❖ Industrial plant maintenance | ❖ Weather technology |
| ❖ Food | ❖ Landscaping | ❖ Welding |
| ❖ Fashion | ❖ Laser alignment | |
| ❖ Fasteners | ❖ Plant maintenance | |

In addition, Yvonne's past experience working at an architectural organisation, at a recruitment company, and in hospitality has provided her with further diverse experience from a range of industries.

Among her key competencies are Yvonne's documented, excellent verbal and written communication skills. She applies her knowledge gained from university studies in communication, semiotics, linguistics and social psychology.

Yvonne has a driving force and a commercial acumen. She is especially adept at fact finding, collating information and presenting compelling copy for website content, articles, presentations, DM, press releases, newsletters, marketing plans, reports, etc.

Contact details:

Yvonne Curran, Copywriter

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c/o Costello Taylor & Associates Pty Ltd

PO Box 1268 Mandurah WA 6210 Street address: 36 Anstruther Road (cnr Davey Street), Mandurah, WA, 6210

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A few examples of Yvonne Curran's assignments:

Please note the clients may have edited text and altered the formatting since going live.

- www.remastone.com.au
- www.woodmazda.com.au
- www.perthbamboo.com.au
- www.electricaldistributors.com.au
- www.guardall.com.au
- www.mmfttech.com.au
- www.harlequinfurniture.com.au
- www.samuibestview.com
- www.loveitlingerie.com.au
- www.intmc.com.au
- www.sonyalighting.com.au
- www.f3fasteners.com.au
- www.nervana.com.au
- <http://www.yewsupplements.com.au>

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