

# HELPING BRANDS SPEAK HUMAN SO THE RIGHT PEOPLE LISTEN, LOVE, AND BUY.

Tired of robotic copy that sounds like everyone else?

I help purpose-driven brands communicate with clarity, emotion, and strategy  
so your message connects deeply and converts naturally.

Because when words feel human, people don't just read they respond.



# WHO I AM

Hello, i am Eden

I'M EDEN A FORMER JOURNALIST TURNED CONVERSION COPYWRITER.

I SPENT YEARS LEARNING HOW TO MAKE PEOPLE FEEL SOMETHING THROUGH WORDS.

NOW I HELP BRANDS TRANSFORM THEIR MESSAGE INTO MAGNETIC STORIES THAT MOVE PEOPLE TO ACTION.

MY PHILOSOPHY IS SIMPLE:

CLARITY THAT CUTS THROUGH. EMOTION THAT CONNECTS. COPY THAT CONVERTS.



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• LANDING PAGE

• AD COPY

• EMAIL SEQUENCE

• SALES FUNNEL

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# HOW I WORK

Hello, i am Eden

## 1 — RESEARCH & INSIGHT

- I dive deep into your audience their desires, fears, and hidden motivations using neuromarketing, competitor analysis, and behavioral psychology.

## 2— STRATEGY & STRUCTURE

- Every word earns its place. Each line builds emotion, trust, and momentum.

## 3 —REFINE & TEST

- I A/B test, analyze, and fine-tune until your message doesn't just sound good — it sells better
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# SKILLS / SERVICES

## what i work

- Email Campaigns : Sequences that nurture and convert.
- Landing Pages: Scroll-stopping stories that turn interest into sales.
- Social Media Ads: Emotion-driven, attention-grabbing ads
- Sales Funnels: Lead nurturing to loyal client conversion
- Product Launch Copy: Funnels that maximize revenue

# TOOLS / METHODOLOGY

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## How I Work

- **Visual Layout → Canva, Figma**  
Clean, readable designs that make copy pop.
- **Copywriting → Google Docs, Notion, Figma**  
Craft headlines, emails, landing pages that convert.
- **Psychology & Neuromarketing → Behavioral triggers, A/B tests**  
Words designed to persuade and drive action.
- **Research & Insight → ChatGPT, Google Trends, Competitor Analysis** —————→  
Know what your audience thinks, feels, and wants



### **Drop Fat and Boost Energy in Just 30 Minutes Even with a Busy NYC Schedule**

IRON PULSE FITNESS HELPS AMBITIOUS PROFESSIONALS  
ACHIEVE REAL RESULTS WITHOUT LONG HOURS AT THE GYM.

**CLAIM YOUR SPOT NOW!**





# WORK SAMPLE

LIFE YOGA - AD COPY

## Say Goodbye to Back Pain in Just 2 Weeks

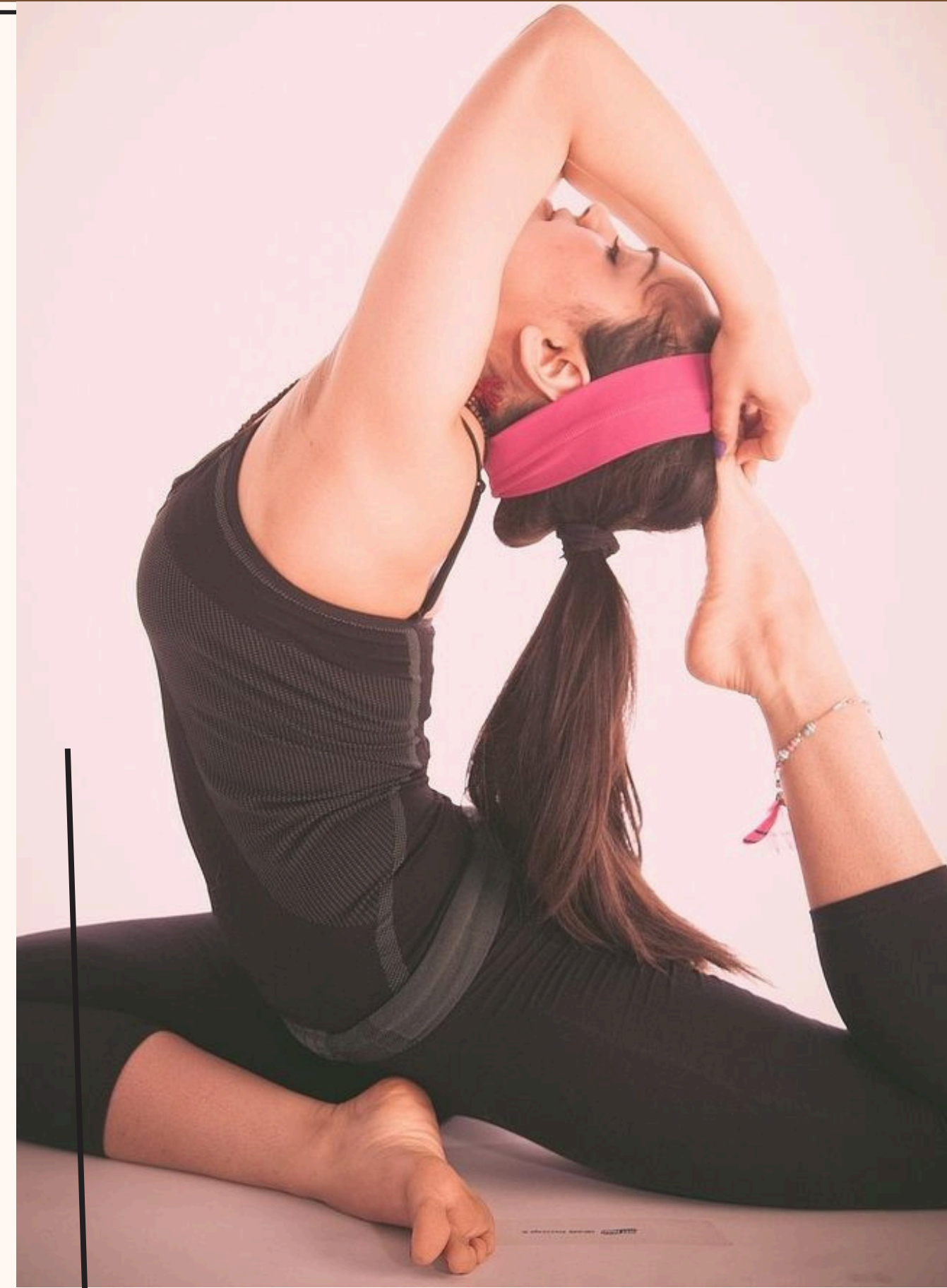
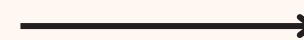
JUST 10–20 MINUTES A DAY FOR A STRONGER, PAIN-FREE BODY ANYTIME,  
ANYWHERE.

Feel real relief fast with mobility-focused routines that  
improve

flexibility, reduce tension, and boost energy.

Trusted by hundreds who turned pain into strength.

FEEL THE RELIEF START NOW





# WORK SAMPLE

E-COMMERCE EMAIL COPY

STOP HIDING BEHIND MASCARA GROW LASHES THAT WOW

TIRED OF EVERYONE ELSE'S LASHES LOOKING BETTER THAN YOURS?

You've tried mascara, extensions, and falsies but nothing gives real results. Meet Phyto Lash Serum, a plant powered formula that strengthens, nourishes, and grows your lashes naturally.

**GROW MY LASHES & MAKE HIM STARE**



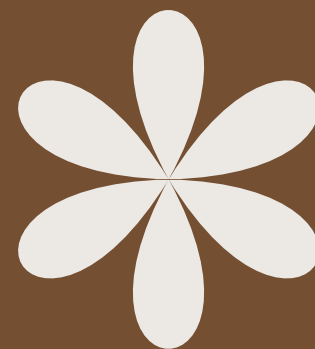




# TESTIMONY



**Eden turned our plain emails into emotional storytelling that actually sold.  
CTR up 42% in 3 weeks — and customers said they finally felt seen.”  
— Elisabeth Joe, Marketing ManagerAdd**



**Eden’s ad copy brought in 300+ new sign-ups in just 2 weeks. Every line  
pulled people in — smart, psychological, and powerful.”  
— Joey Kim, Campaign Director**



# CONNECT WITH ME

Whether you need launch emails that sell, landing pages that convert, or ads that make people stop scrolling I help brands speak human, not robotic.

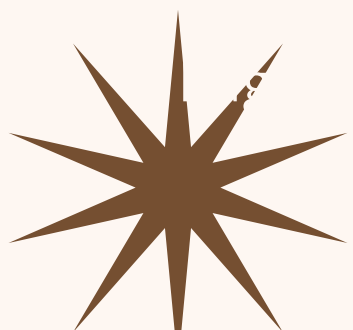
**Email:** Edengirma164@gmail.com

**Linktree:** <https://linktr.ee/edengir>

**Phone number :** +251939999606

**LinkedIn:** [www.linkedin.com/in/edengirma](http://www.linkedin.com/in/edengirma)

Because the right words don't just sell they make people feel.





THANK YOU



# Let's work TOGETHER

You've got a great product.  
Let's make sure the world feels it too.



 Email me today and let's turn your next campaign into your best-performing one yet.

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