

**Let's tell the story  
of your business.**





# The internet is crowded.

It's not enough to be star.

You need to be a constellation, the kind sailors use to chart their course.

If you're struggling to create an effective content marketing program, **we can help.**

# It's time to shine bright.



# When you work with Stories by Emma, you'll get...

- ★ an easy-to-work-with **partner** to help you create content that succeeds.
- ★ thoroughly-researched, well-written **content that makes you proud.**
- ★ **results** like top ranking blog posts, eBooks that generate hundreds of leads, and case studies that make your customers into heroes.



**“Emma is strategic, but can also roll up her sleeves and get the work done and get it done right. Emma delivers rock solid work, on time, and is a breeze to work with.”**



Kim Courvoisier, Head of Demand and Content at Thanx

# We create content that gets results.



**300%**  
Increase in blog traffic

**#1**  
50+ articles ranking #1 for keyword terms or on the first page of Google

**150,000**  
Views on business resource center



“Emma was amazing to work with in every aspect. Highlights from her time at Grasshopper include **developing the content in our Resource Center which got 150k visits in 18 months, as well as nearly tripling blog traffic.**”



– Matt Koulas, Search Marketing Manager at Grasshopper (LogMeIn)



# How it works

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- 1. You talk to us.** Phone calls and video chats work well.
- 2. We propose and you say yes.** We'll send over a formal proposal with defined project scope and costs. You sign the agreement and we get going.
- 3. We get to work.** We conduct intensive research, create outlines, and write like the wind.
- 4. You get content that helps grow your business.** VOILA. That was easy.



# Who's behind Stories by Emma?



Stories by Emma is a small, nimble team lead by Emma and backed by her experts.

Emma Siemasko has years of experience creating content marketing strategies and writing content for tech companies. She not only writes the content—she gets traffic that generates leads and sales.

We've worked with ADP, Intuit QuickBooks, LogMeIn, Shopify, WordStream, Fossil, Contently, and many others to create content that shines.

**Emma Siemasko**  
Founder + Chief Creative



**"Copywriters aren't very hard to come by these days, but finding a skilled writer who also understands how to develop and implement content marketing strategies is rare— Emma possesses a level of knowledge and expertise that you just can't find everywhere."**



Rob Wormley, Marketing Manager at When I Work

# Project Packages



# BUILD

## Content Strategy

Don't know where to start with content marketing? Yep, it's hard.

We help companies come up with comprehensive & effective content strategies through in-person workshops, audits, keyword research, editorial calendar creation, audience development, and more.

Starting at \$2,500

The collage consists of three screenshots from the Grasshopper website:

- Top Left:** A cartoon illustration of a person jumping over a group of people, with the text "JUMP: The Ultimate Guide to Starting and Growing Your Business". Below it is a section titled "What Color Should Your Branding Be?" with a "Take Our Color Quiz!" button.
- Bottom Left:** A section titled "Small Business Saturday Statistics Everything You Need to Know". It includes a pie chart and a list of statistics, with a callout box stating "based on picking the names from company!".
- Bottom Right:** A section titled "Books Every Entrepreneur Should Read" featuring a cartoon of two people reading books. It includes a "120+ Titles to Inspire You to Build Business Right" section and a "BROWSE BY TOPIC" menu with categories like BUSINESS DEVELOPMENT, LIFEHACKS, WORKLIFE, FINANCE AND FUNDING, KIDS, WOMEN ENTREPRENEURS, MARKETING, RECOMMENDED, MANAGEMENT, DESIGN, and BIOGRAPHY.



# SHINE

## Longform Content

Longform content generates leads, increases sales, and helps educate your audience.

We love to write, and have written hundreds of blog articles, eBooks, websites, and landing pages.

Research is our best friend. We love talking to experts and digging deep into data to find original insights.

Starting at \$1,300

green bits ✶

Recreational cannabis has taken the country by storm. In just a few years, it's gone from being an illicit substance to a recreational one, sold and regulated in a similar way to alcohol.

It's now legal to sell flower, edibles, and other cannabis products for recreational use in Alaska, Colorado, Nevada, Oregon, and Washington. Soon, recreational markets will open in California, Massachusetts, Maine, and other states.

Transitioning from a medical retailer to a recreational retailer presents an attractive business opportunity because of the significant increase in new customers – and revenue. Unfortunately, this isn't a straightforward transition.



- It can be challenging and expensive to obtain a recreational license.
- There are ever-changing regulations you must comply with.
- And there are expenses you didn't have to consider before.

At Green Bits, we've seen this transition happen in Alaska, Colorado, Nevada, and Oregon. We've been on the forefront and helped hundreds of customers make the transition from medical to recreational. For this eBook, we talked to a host of store owners and managers who have been through the transition.

We've learned how tough the transition can be, and which changes you're likely to see. We're here to prepare you as your state undergoes a market transition that will change how cannabis is bought and sold forever.

  
CANNABIS LEGALIZATION STATUS  
■ Medical cannabis broadly legalized  
■ Cannabis legalized for recreational use  
■ No broad laws legalizing cannabis  
as of August 2012

PRODUCT TO SEED TO SITE

When a state introduces recreational cannabis legislation, they introduce seed-to-sale systems, which track each and every cannabis plant that is grown, goes to market, and is then sold.

Retailers will need to catalog all of their existing product when they obtain their license, but this can't happen immediately. We've had store owners and managers call us and say "I have my traceability ID, let's get going." Unfortunately, this needs to be a deliberate process and can take days or weeks to properly complete.

In most states, store owners are given a period of 10 days to catalog everything they have. After these 10 days, store owners will only be able to buy and sell cannabis that is tracked by the state.

A lot more rules and regulations

green bits ✶

Understanding Seed-to-Sale Tracking

Seed-to-sale tracking (also called Track-and-Trace) is the term used for the process of tracing a cannabis plant from its infancy to its final product sold to a customer. Basically, seed-to-sale systems record the journey from seed to final retail product.

When a state introduces recreational cannabis, they'll also introduce a seed-to-sale tracking system. That means growers and retailers will be responsible for charting a plant's journey from seed to sale.



WHAT A SEED-TO-SALE SYSTEM TRACKS

But this process is a bit more complicated than meets the eye. After all, a cannabis plant is not sold on its own. It can be broken down and used for separate products. Different plants can be mixed together in edibles. Even so, you're responsible for reporting exactly how much of each plant you bought and sold.

Once you obtain a recreational license, you'll be given traceability credentials. Once you have your credentials, you're able to purchase the tags that you'll need to have them associate to your products.

If you run a recreational store, you'll be responsible for not only recording seed-to-sale data for everything you buy and sell, but also reporting it to state reporting system on a daily basis. This process can be cumbersome, but software can make the process easier. For example, Green Bits streamlines this process for you by integrating with government seed-to-sale systems through a robust API; saving up to 15 hours per week of manual and error-prone reporting.



MASSACHUSETTS  
MAINE  
NEVADA

Business licensing information

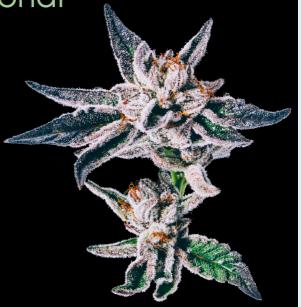
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green bits ✶

Transitioning from Medical to Recreational

WHAT CANNABIS RETAILERS NEED TO KNOW





"We have recreational regulations that we have to follow in our store. For example, we have transaction limits. We're not allowed to sell over an ounce of flower to recreational customers, which is a different amount than we can sell to medical patients."

WILL TISDALE, CANNABIS STATION (WA)

from Medical to Recreational

Top medical recreational common

7

EXPENSES .

We've seen stores spend upwards of \$80,000 on the license alone, and that may be for a temporary license. If this isn't money you have on hand, you may have difficulties getting a recreational license.

CAPITAL FROM CLEAN, TRACKABLE SOURCES .

States don't want the black market involved in the industry, so they want to know where every penny comes from. If you fundraise to open a store, they'll want to know who gave what.

NO CRIMINAL RECORD .

Traditionally, store owners need a squeaky-clean record in order to get a recreational license. If you have any blemishes on your record, you may find it challenging to get a license.

ZONED LOCATION .

When it comes to recreational cannabis sales, store owners will be expected to open a store in an area that has been zoned for cannabis sales.

MOVING FROM NON-PROFIT TO FOR-PROFIT .

Some medical cannabis retailers function as non-profits, but they'll have to transition from a non-profit to a for-profit company. That means they'll need a functioning business license as well as articles of incorporation.

# SHARE

## Case Studies + Customer Stories

**Sprint is Revolutionizing Mental Health Services for Employees**

**Sprint by the numbers**

**33B<sup>+</sup>**  
Annual sales

**30,000**  
Employees nationwide

**20%**  
Employees who may benefit from mental health services

**Sprint Employees & Mental Health Services**

Employees who are seeking treatment	Employees who are in need of treatment
11%	20%

**Challenges**

From anxiety to the opioid epidemic, mental health conditions represent some of the most common and costly health issues in the United States. Yet employers often feel like they have few tools to address this monumental problem. With 20% of US adults living with a mental health condition—which, on average, increases annual individual healthcare costs significantly—employers can no longer ignore the silent challenges millions of employees battle every day.

Despite how difficult it is to address mental health issues as an employer, Sprint saw an opportunity and was committed to facing mental health solutions head-on. "Over the past three years, Sprint's data has hovered around 11 percent of our employees who are seeking treatment for mental health conditions," said Nathan Hays, Manager of Health & Productivity at Sprint. "However, a greater percentage (approximately 20 percent) of our employees have self-reported through health risk assessments that they are in need of mental health services."

These insights were eye opening. They showed how much the employee population demands mental health solutions. And, according to Hays,

**Importance of engaging with employees as soon as possible to educate them about mental health resources available to them and wellness benefits.**

**Impact to employees:** Sprint's approach to mental health services— they used a data-driven platform from Castlight, to create a dedicated portal for employees to access mental health resources. Alongside this, Sprint implemented an EAP that promotes mental health awareness and provides resources for employees to engage with mental health professionals.

**Education:** To improve understanding and awareness of behavioral health treatment options, educational content is available within the Castlight app. This content helps employees learn about mental health as well as potential care options.

In particular, Sprint used Castlight's behavior health solution, Elevate and myStrength, to provide employees additional options for self-care.

**Results**

**Increase in engagement**

Since implementing Castlight's behavior health solution, Sprint has seen 2,000 engagement activities in Elevate and over 400 employees have registered for myStrength, a behavioral therapy health site that automatically searches providers in Sprint's EAP and the employee's medical plan and recommends mental health providers in both networks so the employee can use both benefits and there's no disruption in their care.

**Spotlight on Results**

Engagement activities in Elevate	Employees registered for myStrength
2,000	400

**2.5x Increase in engagement from personalized messaging**

**Data-driven communications**

"Armed with this data, we identified solutions that unleash the power of technology to help move our organization forward."

**Case studies help you earn trust and sell more stuff.**

**Stories by Emma can create case studies that make your customers into heroes.**

**We'll come up with a plan, interview your customers, oversee design, and ultimately provide you with case studies that make more sales.**

Starting at \$2,000



# Don't see what you need?



Want an in-person content workshop for your team, hourly consulting, or something else?

From writing video scripts, to leading holiday marketing campaigns, to editing pitch decks, **we've done it.**

If you have an idea, tell us! We're flexible and would love to work with you.

# We got answers.

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## How do your rates work?

We create custom quotes based on what you need. We usually charge on a per project basis. That means you pay for the valuable marketing assets you get, not the hours that we spent creating them. We also offer monthly retainers to clients who want marketing help on an hourly basis.

## Can we start right away?

We have a waitlist. For this reason, we need three weeks of lead time when starting a new project. However, if you need us RIGHT NOW, you can hire Emma for a day rate of \$1500. A day rate buys you 6 hours of Emma's undivided time on an agreed upon date.

## How do you deal with edits and revisions?

For each project, we offer one round of edits and revisions. That means that once you receive assets, you can go through and make suggestions. Once we receive your requests, we make changes. This process simplifies things for both of us. You consolidate your revisions, and we get you the perfect piece as quickly as possible.

## How can I get access to your services on demand?

If you need consistent help with copywriting, editing, and general marketing consulting, consider a monthly retainer. Retainer clients have access to us whenever they need help.

## How do you manage your projects?

Large projects require a lot of planning and communication to minimize stress, stay on task, and meet deadlines. When we work on a project with a large scope, we divide the work into three phases.

★ **Planning and research** - We read up on everything having to do with your business and your industry. We also interview you, your team, and your customers to get a sense of the subject matter. In the planning phase, we present exactly what the project will entail

★ **Execution** - We execute on what we've agreed upon. Execution includes content and copywriting, editing, and image sourcing.

★ **Revisions** - We make revisions and changes based on what you want. From there, we'll assess how the project went overall and double-check to make sure nothing is leftover.

## What tools do you use?

We use Calendly to schedule meetings, deliver copy in Google Docs, and use Basecamp for project management. We use a host of research, writing, and marketing tools when we're working, as well. If there are tools you like, we're happy to use them.

## How do payments and invoicing work?

For new clients, we require a 50% deposit up front. After that, we invoice you on the last Friday of each month. You can pay via credit card, bank transfer, or check.



# Let's get to work.

Stories by Emma, LLC  
1725 S. Bascom Ave. #443  
Campbell, CA 95008



[emma@storiesbyemma.co](mailto:emma@storiesbyemma.co)  
<http://storiesbyemma.co/>  
[LinkedIn](#)