



Long-form copywriting portfolio

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Hi there!

Thank you for taking the time to look through my copywriting portfolio. This is a selection of copywriting work to give you an idea of my strategic approach to copywriting and the styles I've already worked in.

If you have any questions at all or you would like some clarifying information, do let me know - I always enjoy a chat!

Bye for now,

Michela



MentorTutor

MentorTutor is an online academic-management platform targeting parents of secondary school students in the UK. For this client, I created the website homepage copy.

Reasoning: The website copy needed to clearly explain the uniqueness of the service and convey the authority and approachable nature of the brand, while using SEO-friendly keywords.

SEO keywords identified: education, school journey, homework, managing education, tracking schoolwork, tutoring

Hero section:

Let go of schoolwork worries.

Our Educational Supervisors manage, track and measure your child's school journey by designing personalised systems for success catered to your child's individual goals. They will help manage class work, homework, tests and exams smoothly and efficiently.

Values section:

We are:

- All-inclusive

Our service takes care of everything: every child is assigned a unique Educational Supervisor who takes charge of their journey, tracking and measuring their development, organising tutoring by early intervention when needed and providing a stable point of contact, while keeping open communication lines with parents and students every step of the way.

- Teaching-centred

We carefully select our tutors, who are all UK-based and vetted, because we love teachers and the work they do, and we know that they can make all the difference in your child's journey.

- Systematic

Our approach to your child's academic journey is logical and built by experts. It brings together tracking strategies, measuring tools, efficient managing and early intervention, providing your child the processes and systems they need to succeed.



- Personalised

Every child is unique so each journey will be specifically tailored to your child's goals and needs, evaluated through continuous measuring and tracking.

Services section:

Our services:

1. Work and Track

If you're searching for a convenient tool to keep track of your child's schoolwork, look no further. Our Tracking Tool has been developed by experts and allows your child to keep track of all their schoolwork, ensuring their development is measured and under control.

CTA: Get started now for free.

2. Track and Measure

Alongside our unique Tracking Tool, with this plan, your child will also receive personalised weekly assignments targeting their specific needs and goals.

CTA: Get started now for £20/month.

3. Manage and succeed

Your child's educational needs under control: with this plan, your child will be assigned a dedicated Educational Supervisor who will manage their educational journey. From ensuring the Tracking Tool is used regularly, to organising tuition when needed, to providing pastoral support if required, your child's Educational Supervisor will be a constant point of contact to ensure their education is on track and you are up to date.

CTA: Get in touch now for a quote.

About us section:

At the heart of it

"As a parent with a full-time job and two children, I have experienced first-hand the challenge of managing and keeping track of their education, especially at secondary school. It can be overwhelming, chaotic and it can make you feel like you're not doing a good job as a parent. But the truth is, this shouldn't be your job. Our Educational Supervisors are experts at managing all aspects of your child's education, so both you and your child can feel reassured that their academic journey is taken care of and under control." Anil - founder



Unique features section:

What makes us unique:

- More than just tutoring

Too often when children receive regular tutoring they still struggle and barely make any improvement. That is why our service is comprehensive and systematic. This means that alongside providing exceptional tutoring, we also ensure your child is harnessing its power to the fullest. By tracking their progress and measuring their outcomes, we are able to design a journey that directly responds to your child's needs and goals as they change and evolve, going way beyond standard tuition.

- Direct feedback

'It's going well' is a vague and catch-all phrase that doesn't give you any specifics. Too often it's what you'll hear when you ask your child about their schoolwork. With direct communication with your child's Educational Supervisor, you'll always be up to date with the specifics of their journey, allowing you to act when necessary and feel reassured when you know everything is on track.

- Systems

Our service takes a load off your shoulders and empowers your child with systems and processes developed by experts and personalised to their needs, allowing them to be relieved of the stress and challenge of keeping track of their schoolwork.

Final CTA section:

Let the stress of managing your child's education melt away.

Get in touch now to claim your first month free.



Art Across

Art Across is run by an art historian as a freelancing business to create and deliver events related to art history. For this client, I developed the company name, event name and event landing page copy.

Company name – Art Across

Reasoning: Given the unique nature of the company, including the word *art* in the name helps to immediately identify the industry, while the alliteration contributes to making the company name memorable.

Event name – Through the Frames: an essential art history

Reasoning: Building on the company name, the event name uses a synonym of *across* to establish a clear semantic connection. It also builds upon a well-known formula (through the frame, through the lens etc.) and makes it unique to the industry by using the plural of *frames*. The subtitle provides a clear indication of the content of the event.

Event landing page

Reasoning: A medium-length description of the event series emphasises its unique features and benefits, while being very clear about the exact nature of the events.

Main description:

Explore the hows and whys of art historical development in the West and share a space with like-minded folks to uncover the intricate connections between the past and the present.

Through twelve monthly online sessions, art historian Sara Riccardi will be your companion and guide in a journey that spans the centuries, sharing her knowledge and expertise to allow each participant to grow and develop their own understanding of the visual arts.



Each session covers a specific era of Western art, giving you the space to understand and engage with the specifics of each time period, while tracing a path that connects the early Middle Ages to today.

The content will be shared with an accessible and easy-to-engage-with approach, enabling each participant to connect with art on an individual level. Plus, sharing and hearing different participants' perspectives will make each session unique and rich with a variety of thoughts and feelings.

The discussion can even continue beyond the monthly sessions, as with every purchase of a ticket you will be able to access a dedicated online private forum to further engage with Sara and the other participants.

Check all the details of each session below as well as our Frequently Asked Questions for more information.



Build you Warrior

Build your Warrior was a spoken word evening event organised in Exeter in March 2022 as part of the HerStory Festival developed by Poet in the City. For this client, I developed all promotional social media posts – you can find a selection below.

Reasoning: The social media posts were used to build anticipation for the event and provide a follow-up after the event. The tone of voice is relaxed and approachable to connect with the wide-ranging target audience.

Event announcement:

As part of the Herstory Festival, the Exeter Young Producers are proud to announce 'Build Your Warrior' an evening of spoken word on the highs and lows of fighting for equality.

Join us on 30 March @ExeterLibrary for an interactive evening of care & empowerment.

Build up to the event:

Visiting the amazing @ExeterLibrary to finalise the details of our 'Build Your Warrior' event. It's all coming together and it's looking really good! Make sure to get your tickets following the link in bio #carewithcourage

Post-event follow-up:

Some great shots from 'Build Your Warrior' last night! An inspiring event full of care and connection. A big thank you to our amazing artists for sharing their words and the incredible host for an unforgettable night!



Otherworldly Colours

Otherworldly Colours is an Etsy store that sells personalised and fantasy-themed gifts and clothing. For this personal project, I created the company name and 'about' section of the Etsy store.

Name - Otherworldly colours

Reasoning: The name Otherworldly Colours provides an immersive feeling that sets the tone for the style of products to be found in this Etsy shop. It also includes the keyword *otherworldly* which connects to the thematic content of the products in the shop, helping it rank higher in search results.

About section

Reasoning: The 'about' section of the shop showcases the brand's personality through bold and active language and uses imagery-driven text to complement the colourful and creative illustrations in the products. The first section of the description contains multiple SEO-friendly keywords to continue to build the shop's SEO profile.

Welcome to Otherworldly Colours - your portal to fantastical personalised gifts and home decor!

Step into a world where personalisation and fantasy intertwine. At Otherworldly Creations, we specialise in crafting enchanting and personalised products that will ignite wonder in both children and adults.

Ranging from illustrations of friendly aliens and far-away planets that decorate your child's initial, to elegant and mystical designs inspired by your zodiac sign, our collection of posters, t-shirts and homeware will bring a touch of magic to every room.

We are a new shop and are adding products weekly, so make sure to check back regularly for new and exciting discoveries.



Our promise to you

- Personalized touch: every product in our collection can be customised in one way or another. From including your name or initial in a design to selecting your favourite colour for a specific illustration, each product gives you the freedom to create a uniquely tailored item.
- High-quality materials: all our products are designed and printed in the UK using high-quality materials and printing techniques, to ensure your items maintain their vividness and charm for years to come.
- Thoughtful gifting: the personalisation aspect of our products makes them the perfect choice for heartfelt and magical gifts for birthdays, baby showers, anniversaries or any special occasion.
- Unleashing imagination: we believe in the power of imagination. Our products inspire wonder, creativity, and stimulate a deeper connection to fantasy worlds and unknown.
- Endless possibilities: with a wide range of themes and customisation options, you'll find the perfect product to suit any age and taste. And if you would like to discuss a different option from the ones provided, feel free to get in touch and we'll work together to bring your vision to life.

Join us on a journey into the unknown, where the supernatural meets the personal. Whether you're decorating a child's bedroom, adding a touch of mystique to your living space, or searching for the perfect gift, Otherworldly Colours has the perfect product waiting for you.



That's all for now!

If you are interested in discussing a project or you would like more information, get in touch or book a discovery call by using the links below.

Let's build a masterpiece!

[Book a discovery call](#)

[Get in touch](#)