

Copywriting Examples

creative.com

Website Copywriting

YOU. ME. MAUI. NOW.

It's time to escape mainland reality.
Forget work. Forget exams. Round up your people and get your buns to the beach.
So stop daydreaming – your adventure begins now.

ALOHA IN A BOTTLE.

No matter how much time you spend in the sun, you're just never quite bronzed enough.
We feel your pain. So we came up with a little something to help.
Our melanin boosting formula will get you soaking up those rays and
turning them into bronzed glows faster than you can say "Aloha".

MADE IN AUSTRALIA, INSPIRED BY MAUI.

What happens when you bring the spirit of Maui to Australia and bottle it up?
You get 100mL of liquid paradise. And since we're lovers, not fighters,
our products are 100% vegan and cruelty free. Packed with natural oils like coconut,
grapeseed and jojoba (and our not-so-secret ingredients, carotene and cacao), Maui Now
won't just accelerate your tan, but will keep you nourished and hydrated all year round.

SOME FOR HIM. SOME FOR HER.

Because why should girls have all the fun? Our His and Hers formulas mean guns and buns are treated as equals – as they should be.
While the girls are getting their Golden Glow on, the guys can get to work on their Deep Bronze. And what better way to take things to
the next level than by getting oiled up together...

Sound good? Then just add Maui.

The change you've been waiting for.

It's simple really. With the world in a constant state of change and business models no longer being one-size-fits-all, we saw the need for a legal firm and a consulting firm with a difference. Firms that are flexible, cost-efficient and collaborative. Creating partnerships that are built to last and relationships that are genuine. We're here to provide a new perspective because we think you deserve better.

Introducing Peripheral Blue Legal and Peripheral Blue Consulting.

Mellissa Larkin, Founder & Managing Director

Meet Mellissa, Founder and Managing Director of Peripheral Blue. Prior to establishing Peripheral Blue, Mellissa spent more than 15 years working in the Corporate, Disputes and Project & Construction teams of premier firms in Australia and Ireland and in-house with large corporations. Mellissa has a broad skill set, combining the expertise developed in top-tier law firms including training as a mediator, paired with the best qualities and experience of an in-house lawyer.

Despite being trained to see risk, Mellissa saw an opportunity. The opportunity to create a company that could make a difference — to its clients' businesses, to their experience with legal and consulting services, and to the services industry itself. A legal firm and a consulting firm offering a fresh perspective, freedom and flexibility, as well as a truly bespoke service that would put its clients' needs at the centre of it all. Providing effective and efficient advice and adding value to the business as a whole.

But that was just the beginning. Central to the Peripheral Blue philosophy is that great service starts with great people. Our PBConsultants and PBLawyers are not only the alumni of premier law firms, ASX 200 companies and state and federal government agencies – they are passionate about what they do and have high emotional intelligence. We want to be more than just service providers. Our aim is to become our clients' trusted thought partners. If you're interested in experiencing a fresh perspective on legal and consulting services, please get in touch. We'd love to hear from you!

The Secret Blooms Story

Our love of faux and silk flowers dates back many years. We believe only the very best deserve to hold pride of place in homes and work spaces across Australia and New Zealand where nature is an integral part of our lifestyle.

Why silk flowers?

There's something about visiting a home that's beautifully styled, but also feels lived in and homely. Over the years we noticed that homes like these all had a few things in common. Good furnishings, obviously. A smattering of lovely family photos. And the cherry on top? Flowers. Even the most simple arrangements can evoke a sense of warmth and style in any home.

But how many of us have the time or budget to keep fresh flowers in the house all year round? We certainly didn't.

Our light bulb moment came when we made our first purchase of a few classic faux blooms. It became obvious by the powerful reactions we received from our visitors that carefully chosen silk flowers can work just as well as the "real" thing. It was this realisation that began our obsession with all things (faux) floral and helped us to develop a well trained eye for exquisite silk flowers. An eye that allows us to bring these gorgeous blooms straight to your door!

Flawless, natural bridal makeup

On your wedding day you want to look like you — except the you that just happened to sleep 10 hours a night and receive regular Hollywood style facials in the months leading up to your big day... right? Of course you do! And that's where we come in.

No matter how much sleep you've had or what kind of attention your skin normally receives, our makeup artists will create a bridal makeup look for you that's radiant while being lightweight, and highlighting all of your best features. Whether you're wanting something ethereal, boho inspired, vintage chic or red carpet glam, we'll tailor your bridal makeup and hair to perfectly complement your face, dress and style of event.

With a hand-picked team of highly experienced Sydney-based makeup artists and hair stylists, we can provide industry knowledge and expertise alongside bucketloads of personality and professionalism. It's not enough for us that you look amazing on your special day — we want you to be completely relaxed, confident and at ease from the second you sit down in the makeup chair.

We use a gorgeous selection of high-end, high-quality products that sit beautifully on your skin, offering coverage where needed, but without masking your natural beauty. The makeup and hairstyles we create are built to last for your entire wedding — from the first photo to the last goodbye.

Want to request a quote?

If you're wanting to check availability and request a quote for your wedding day (or any other event) please complete the form below in as much detail as possible. The more we know about your wedding, the easier is for us to provide an accurate quote and prepare for your big day.

Alternatively, if you'd like to request Niki's rate card or discuss a potential commercial booking, please contact her directly.

Your step by step guide to using Pattern Room

We wanted to make our site as easy as possible to navigate so we've broken the process down into 5 simple steps. Try and get started using the guide below and if you have any trouble, please head to our contact page to request some help.

Choose a Category

There are a few ways you can look for the style of garment you're after. You can scroll down our home page and you'll see a table of images broken down by gender, age and size. Simply click the one that suits and you'll be able to view the entire category (you can narrow your search once you arrive).

Choose a Style

Click on the tab to see the selection of styles to narrow your search. If you know what sort of garment you need but you would like to have a look around before committing, then this is the place to search. When you find an item you're interested in, click on the image to be taken to the product page. You'll then be able to view more images, a detailed product description and additional style notes.

Select Your File

Now it's time to choose the file types you require (simply left click inside the white boxes). We offer DXF (a universal pattern file format), AI (Adobe Illustrator), Product Sheets (for local manufacturers), Spec Sheets (for offshore production) - all emailed to you immediately after payment - as well as Card + Cut and Paper which are printed by us and shipped to you within 2-3 weeks. For more information about which you require, visit our FAQ page. Once you've made your selections, click ADD TO CART. You can then repeat the process for more items (CONTINUE SHOPPING) or move onto the next step (VIEW CART & CHECKOUT).

Checkout & Pay

To make future purchases easier (and to track your order history), we recommend registering with us, but you're welcome to checkout as a guest if you'd prefer. Make your selection and click CONTINUE to start filling out your details, or if you're already a member, login with your email address and password. You'll need to provide your billing information, shipping information (if different), select your shipping method (if applicable) and payment information (we accept PayPal and Credit Card). Once you've completed each section you'll be asked to review your order before confirming.

Blog Copywriting

Is there a secret to earning more in the fitness industry?

It's the million dollar question that every budding personal trainer is sure to ask. "How much can I earn as a personal trainer?". A good question too, because personal training isn't your typical day job and the options are virtually endless when it comes to how you can structure your business!

Something you may have noticed when searching seek.com for personal training opportunities is that no two job ads (or their corresponding earning potentials) are the same. Between gym instruction, personal training management, employment vs paying rent... it's enough to make your head spin! So let's break down the options.

The different ways you can work as a Personal Trainer

The Contractor. This is where you'll sign an agreement with a gym or fitness facility that allows you to train clients and build your business within the gym in exchange for paying rent. The rent can sometimes be subsidized (or replaced) by working on the gym floor as a gym instructor, but every agreement is unique, so be sure to talk directly to the gym manager about the details as contracts can even vary from trainer to trainer.

Side note: Keep in mind that you don't need to work at a gym to be a personal trainer! Outdoor training is becoming increasingly popular (we're setting up a fantastic outdoor training facility at our Academy of Fitness campus right now!), as well as mobile training (visiting clients homes or offices)... and for more experienced personal trainers, setting up a personal training studio is often the goal.

The Employee. This arrangement means you are hired directly by the gym as a personal trainer (and could also include gym instruction and group fitness teaching). This can be a great option for newly graduated personal trainers to gain experience in a safe environment. Often the gym will provide clients and marketing for you and in some cases, you will be paid based on your rostered hours instead of how many clients you train. These benefits come at a cost, however, as the hourly rate is much lower than you would charge as a self-employed personal trainer. [Keep reading](#)

Pinterest. Your one-stop-style-inspiration-shop.

Yep. That's it. It's been sitting there patiently all these years, just waiting for you to realise its beauty and power. Full to the brim with more images of possible outfit combinations and styling advice than you'll ever have time to view. No subscription fees, no one telling you about trends you MUST follow. Just good old fashioned digital scrapbooking.

I'll admit, Pinterest can be a little overwhelming when you first try it out. It looks nothing like Facebook or Instagram and it's hard to know where to start. But never fear, I'm here to walk you through it. Well, the part after you've created an account. If you can't do that on your own, I recommend sticking to magazines and glue. (Which I've done for years, by the way. My style scrapbook is amazing. But it involves magazine subscriptions and isn't very portable, so I've decided to go digital for the both the environment and my bank balance.)

Pinterest in a nutshell

So with Pinterest, you have a feed (like any social platform) and boards – which you can think of as inspiration boards, albums, scrapbooks... whatever! Your feed is "intelligent", taking note of things you've liked and saved (called "pinning") and will suggest similar content in future. The more you use it, the better it will get at anticipating your needs. Awesome, right?

Before doing anything else, you'll need to set up your own board for collecting inspiration. For the purposes of this exercise, I recommend starting with just one board. You'll be able to see the "Create Board" button if you're on your profile page. Give it a name like "Style Mood Board" or "My Style" and decide whether you want it to be public or private (totally up to you).

Now it's time to follow some great Pinner (active Pinterest users) which you'll do by using the Pinterest search bar. It's a bit like jumping down Alice's rabbit hole. You search for something, click on something you like, which leads to more clicking, and an hour (or 5) later, you come up for air, wondering what happened. Super fun though, so just set aside some "you" time and go for it. You can search for pieces of clothing, styles of outfits, stars whose style you admire etc. If you find a Pin you like, click through to the Pinner because chances are they'll have more where that came from. [Keep reading](#)

Why Self-Bullying Is Sabotaging Your Fitness Goals

When someone mentions bullying you probably think of brats in the school playground, stealing the littler kids lunches, right? Maybe you even have a bully in the workplace who tries to pull everyone else down to feel important. Sure, those are bullies, alright. But there's probably one other bully in your life who's been quietly picking on you since you were a kid. They tend to be meanest in front of the mirror, but they might even rudely interrupt your daydreams, telling you to be realistic and settle for less. Yep, that bully is you. And we think it's time they shut up!

BUT IT'S NORMAL, RIGHT?

Self-bullying (or negative self-talk) is something we've grown accustomed to. We accept it as a part of everyday life, and maybe even think those voices are here to help us achieve our goals. We hate to break it to you, but that inner bully is doing nothing but damage, distracting you from all of the good stuff you have going for you and drawing attention to your supposed "flaws".

When you've been talking down to yourself in the mirror your whole life, it might feel like it's impossible to ever break the habit. The good news is that research has shown that we're all capable of changing our thought patterns - even the ones so deeply engrained in us they feel permanent! Sure, it won't happen overnight, but it will happen if you're committed to changing.

BUT... WHAT DIFFERENCE WILL IT MAKE?

It's pretty simple, really. If you want to achieve the life of your dreams, you need to believe it's possible or you won't do what it takes to get there. For instance, if you don't truly believe you'll ever fit your skinny jeans again, what kind of motivation is there for you to eat a clean diet and exercise regularly? You may as well sit on the couch all day watching Netflix and inhaling chips! Or if you think you're not worthy of that promotion, why would you bother doing any overtime, studying in your free time, or asking your boss for a meeting?

[Keep reading](#)

How To Make Your Photography Business Stand Out

There's no question that competition is tough for just about any small business or freelancer these days. And have you noticed that the market seems to be flooded by photographers? It can get a little overwhelming and even depressing at times, but we're here to tell you not to stress.

Competition is healthy for any business, and if you're good at what you do, you have the potential to succeed — as long as you're prepared to do the work. No, not just taking nice photos (sorry!) – we're talking about marketing. Below we've put together a really simple list of the things you can be doing to ensure that you stand out in a time when clients are spoilt for choice.

1: YOUR WEBSITE

Sounds obvious, but hear us out. Not just any old website will do. If you want to look like a professional, your website needs to tick a few boxes or with one glance at it, your potential clients may hit the back button and keep searching. First of all, make sure it's fast loading. More than a few seconds and people get bored and frustrated. If you think yours is slow, chat to a web developer who will be able to make a few (affordable) tweaks to help. Next up, make sure the content is good. And by content, we don't mean the photography – we mean the words. If your copy is messy, confusing or full of typos, that screams unprofessional. Find yourself a copywriter (or a friend who can write) and get it written properly. If you really want to compete, then you might want to consider getting help with your SEO too in the form of an SEO copywriter.

2: SOCIAL MEDIA

Believe it or not, in the case of social media, less can be more. Rather than put yourself on every platform, posting every now and then, choose one that you'll use consistently (for photographers, Instagram is definitely the winner unless you already have a big Facebook following) so that when someone checks up on you, they're impressed by your content, can see you engaging with your followers — and they don't have to wonder whether you're still in business since you haven't written a post since 2014. [Keep reading](#)

Other Copywriting

Introducing SalesLogs. The simple way to track and manage your dealership sales.

SalesLogs is designed to take the headaches out of sales and pipeline tracking... from the first enquiry, right up to vehicle delivery. With 17 years' experience in the automotive industry, we know how stressful it is trying to manage the sales process using traditional spreadsheets. It's slow... frustrating... and far from reliable. That's why we came up with SalesLogs, a platform designed specifically for dealerships. We figured that to increase your profit margin, your team needs to be able to work together in perfect harmony.

SalesLogs allows your team to collaborate in real time meaning that chasing figures... losing track of delivery schedules... or having deals slip through the cracks... are a thing of the past. Sales... Finance... Aftermarket... and Delivery... You'll be able to keep an eye on every step of the process, with intelligent real time reporting, forecasting and performance management. In other words, you'll spend your time focusing on the things that matter most to the business. And since our only goal was to make life easier for you, we took the spreadsheet you're already familiar with and made it more powerful, yet even easier to use!

Here's a quick example of how one of our dealerships uses SalesLogs to track a deal from start to finish. This is Adam, the Sales Manager. He enters the deal once a vehicle has been sold. Instantly, the Aftermarket Manager, Sally, sees the deal in her Sales Log. So she updates the deal with the window tint that she just sold.

Brian, the Finance Manager, gets the customer approved and adds all the finance details to his Sales Log. Stock Controller, Jess, gets notified that the deal has been approved, so she allocates the vehicle and updates the delivery schedule. Now our Sales Manager, Adam, can see that the vehicle is ready, and proceeds to deliver the vehicle to the customer. Megan the Accounts Clerk then processes the deal and leaves comments for any variances in gross profit. All the while, our Dealer Principal, Simon, keeps an eye on how each department is performing overall, able to dig deeper into how each individual Sales Log is tracking. Most importantly, he's happy because his team is happy, and business is running smoothly.

With processes streamlined and everyone on the same page, your dealership will be able to run a smoother and more profitable business.

SalesLogs. Sales reporting made simple. Call us today on 1300 187 786 for a free demonstration.

Follow the links below to campaign archives for
Secret Blooms:

[Example 1](#)

[Example 2](#)

[Example 3](#)

Follow the links below to campaign archives for
Bombshell:

[Example 1](#)

[Example 2](#)

[Example 3](#)

Follow the link below to a campaign archive for
LEESA BARR Makeup:

[Example 1](#)

Follow the link below to a campaign archive for
Livia York:

[Example 1](#)

Rio Leggings

We'll never admit to playing favourites, but these full length, elastic weight tights are all kinds of awesome. If you weren't already impressed by the bold reflective panelling, wait 'til you hear about the fabric. Designed for active lifestyles, it's rapid drying, durable and lightweight - and even provides high-quality protection from UVA and UVB rays. Whether you're working out or just out on the town, you'll be looking and feeling amazing.

DETAILS

Ultra-comfortable elastic waist makes sure you are nice and comfortable all day long.

Durable, stretchy and lightweight fabric enhances comfort and allows wider range of movement.

Rapid moisture wicking fabric will keep your body dry.

High-quality fabric offers UVA & UVB protection.

90% Polyamide + 10% Elastane/Lycra/Spandex Meryl® Actisystem.

Perfect for yoga, pilates, Zumba, running, the gym and other activities you may do.

Ethically made in the Czech Republic.

Fabric produced in Europe.

Baby Cakes Lipgloss

The Perfect pastel pink and gorgeous on absolutely every skin tone. Baby Cakes looks divine worn on its own for a subtle pink glow, or wear it on top of your favourite lipstick or lip liner to add some wow factor to your lips. Formulated to be featherweight, this gloss contains a unique blend of CINNAMON, VANILLA, COCOA BUTTER VITAMIN E and SPF to condition, hydrate and plump your lips while providing antioxidants and sun protection. Never tacky, it provides a gorgeous shine to your lips – and best of all, it smells as good as it looks!

KEY INGREDIENTS:

CINNAMON – nature's very own lip plumper that won't irritate or stimulate the lips (and provides a delicious scent)

VANILLA – aside from smelling divine, vanilla is a natural antioxidant that helps to sooth the skin

COCOA BUTTER – used as an emollient, cocoa butter contains antioxidant polyphenols providing anti-inflammatory and anti-microbial properties

VITAMIN E – a powerful antioxidant which helps fight inflammation while soothing and conditioning, acting as a natural nutrient within the body

Audrey Foldover Clutch

Feel like you've been searching your whole life for a statement clutch that actually fits all of your night out essentials? We feel you. Introducing Audrey, the perfect mix of naughty and nice, guaranteed to have your back whether you're dancing, drinking or just enjoying the, ahem, scenery.

Features:

- Handmade with high quality leather
- Carry it folded, envelope style, or unfolded for a funky oversized feel
- Leather zipper pull detail
- Gold logo disc embellishment attached to zipper pull

Penni Pouch

Need a stylish but fuss-free way to stash all of your night out essentials? Penni is like that low-maintenance friend who always has your back (and holds your hair after you drank one too many cocktails). With a zip to keep everything safe and sound, and our signature TM lining for a pop of colour, you and Penni are destined to be BFFs.

DISCLAIMER:

Since one of the reasons we love leather so much is because it's a natural material, it's important to remember that the look and feel of it can vary from piece to piece. (In other words, it's as individual as you are, so embrace its uniqueness!) Changes in the colour or texture of the leather and signs of wear are totally normal, but to make sure it lasts for years to come, we recommend treating your bag with plenty of love and care.

Apple iPad Pro 10.5-inch 64GB Wi-Fi + Cellular

Just when you thought you'd seen it all. The new iPad Pro is more powerful than most PC laptops, but is unbelievably simple to use. The redesigned 10.5" Retina display is as impressive to look at as it is to touch. And when you pair it with iOS, the world's most advanced mobile operating system, it's everything you want modern computing to be, except, well... better. Take high resolution photos and videos with the HD camera and FaceTime cameras, listen to music on powerful four speaker audio, and of course run all of your favourite apps (even two at a time thanks to the split screen capabilities!) Once you try the iPad Pro, you'll never want to use anything else.

Daewoo 7.5kg Front Load Washing Machine

Take your clothes washing to a new level with this high-tech offering from Daewoo. Featuring the Amazing Air Bubble Washing Technology and the anti-bacterial power of nano silver, your washing will be cleaner and safer than ever before.

The Direct Drive 1400 RPM motor is designed to reduce unwanted vibration and noise as well as optimising energy consumption. It even offers a 30 minute Quick Wash program to solve your time management troubles.

The intelligent system means that sensors can detect the size and type of load, adjusting the water level and temperature to suit, while the Child Lock will prevent children from pressing buttons which disturb wash cycles.

An easy to read LED display panel and 180° opening door top off the user friendly experience making in an all-round brilliant washing machine.

“He who has a why to live can bear with almost any how” - Friedrich Nietzsche

It is my belief that if you have a calling to do something, life will get you there - even if the path doesn't seem like a particularly straight one! I'm so grateful for the path I've been on and can see that every challenge I've faced in the lead-up to this has equipped me to truly embrace my "why". And what is that, you ask? To guide and educate the next generation of brilliant, creative and entrepreneurial minds in the hopes that they will find the long-term success they are capable of!

Getting started is relatively easy. In the beginning, everything is fresh and exciting and it's so easy to get carried away with all the "fun stuff", because who wants to think about something as dry as an administration structure? I get that! However my 25 years in the corporate world means I also understand that, like a body without bones, a business without an administration structure cannot move far or fast!

This is where I come in. From my own past experience (and yes, even mistakes!), I'm able to play devil's advocate with your business, proactively highlighting potential pain points that could lead to bigger problems down the track. Through a mix of knowledge, systems and hands-on training, I will give you and your business the tools you need to survive and - more importantly - thrive. It won't be boring or tedious; I teach real life stuff that isn't recited from textbooks. In fact, you'll probably find that you're even more excited about the future of your business once you fully understand its potential!

No matter what stage your business is at, don't worry - it's never too soon or too late to get these things right. So whether you're a startup entrepreneur, long-time business owner or simply a kindred spirit, I would love to connect with you. Let's create a powerful network on the Gold Coast (and beyond!) where like-minded people can meet, share their stories and help empower each other to achieve their goals. I look forward to hearing from you!

“Millpost” - An Eco Residence Offering Lifestyle, Luxury and Location

From the moment you step onto the 125ha property, set in the idyllic NSW country estate, it becomes clear that you’ve discovered something special. Ticking all the boxes for resort-style living, and yet with no water restrictions, no power bills to energy providers, and a design that caters to all generations, Millpost is more than a resort; it’s the home you’ve been dreaming of. The perfect escape.

THE LOCATION | Located on a 125ha security gated private estate, Millpost immediately imparts a feeling of peace and security. Tucked away in the Murrumbidgee Valley corridor between the Brindabella and Tinderry Mountain with the Murrumbidgee River meandering down to the west, it feels you’re a million miles away from care. Surrounded by the spectacular and ever changing views of a spectacular skyline filled with mountains and valleys, flora and fauna, and a native gum grassy woodland habitat, you’ll be experiencing a taste of the Australia our country is so famous for.

Revered as one of the most beautifully appointed country locations in the Greater Canberra / Queanbeyan region, you can take quick exit off the Monaro Highway to the South Coast, snow fields, mountain lakes and streams. And yet being only 8 minutes drive from convenience shopping and a fantastic local school, 15 minutes from regional shopping and Tuggeranong, and 30 minutes to the ACT Parliamentary triangle and top private schools, there’s no compromising on lifestyle.

THE RESIDENCE | Perfectly positioned, Millpost is nestled up high on a sun filled northern slope overlooking the Murrumbidgee River corridor, allowing for breathtaking views and warming natural light to pour in. Built by Canberra’s leading custom home builder, “Today’s Homes”, the home - an accredited GreenSmart design - was awarded HIA Country Home Of The Year and a finalist in the HIA GreenSmart Energy efficient design (2012). The leading edge, energy efficient architecture means this sustainable home is as stunning as it is eco-friendly, offering a relaxing and healthy country lifestyle so rarely found these days. Even more impressive are the adaptable configurations available depending on family size and lifestyle.

THE PROPERTY | A rare example of the remaining Box Gum Grassy Woodland habit, the approximately 125.1ha (309 acre) property is a sight to behold. Subdivided into 4 main paddocks, you can expect to see an abundance of native flora and fauna throughout the property, almost making you feel like you’ve been dropped into a magical storybook. With over 3,500 trees having been regenerated (including Native Box Gum and Casuarina trees), the wildlife now includes soaring majestic eagles, black cockatoos and other bird species all enjoying their natural habitat. Being this close to nature gives the property a beautiful sense of peace and tranquility that is so hard to come by these days.

Take No Prisoners.