

## Fact Sheet

### SERVICES

Fresh Perspective Copywriting officially launched on April 17, 2009. The company helps technology marketers and professional service providers generate more leads and sales.

Typical projects include:

- Copywriting including web copy, direct mail, brochures, white papers, flyers, press releases, articles and case studies.
- Copy critiques.
- Copywriting seminars and training.

### CLIENTS

- Alison Wright, CPB
- Backspin Marketing Group
- Fruition Interactive
- gobbato//mourtos inc. - space planning and design
- GRAFIXBYM
- Jaime Almond, Social Media Consultant
- Kideney Architects, P.C.
- Softchoice
- Toronto Hydro Energy Services

### CONTACT INFORMATION

Rachel Foster, B2B Copywriter  
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[www.freshperspectivewriting.com](http://www.freshperspectivewriting.com)  
[www.twitter.com/CopywriterTO](http://www.twitter.com/CopywriterTO)

## FAQ

### ***What do you do?***

I am a professional copywriter who specializes in creating high-quality, results-driven copy. My services include:

- Copywriting
- Copy critiques
- Testimonial Power Packages
- Copywriting training

### ***What types of projects do you handle?***

I can write content for websites, newsletters, e-zine advertisements, articles, proposals, white papers, case studies, sell sheets, postcards, brochures, press releases and additional marketing materials.

### ***What industries do you specialize in?***

I specialize in business-to-business (B2B) copywriting, particularly for technology companies.

### ***How can I see copies of your work?***

Samples are included at the end of this file. Additional samples can be found at [www.freshperspectivewriting.com](http://www.freshperspectivewriting.com).

### ***What are your fees?***

I charge a fixed fee per project, not per hour. That way, you know exactly what you will pay for my services up front. All prices include 1 round of revisions. A standard fee schedule is attached. Please contact me at 647-342-4921 or [rachel@freshperspectivewriting.com](mailto:rachel@freshperspectivewriting.com) for a personalized price quote based on the specific needs of your assignment.

### ***Do you offer any discounts?***

Yes, I offer a 10% discount to any client who pays the full fee upfront.

### ***Will my copy be delivered on time?***

Yes, I pride myself on my ability to deliver projects on time. My contracts even include a deadline guarantee to assure you that you will receive your copy on time.

### ***Do you handle graphic design?***

I specialize in writing copy. Although I do not provide graphic design services, I regularly collaborate with designers and am capable of working with your design team. I also can recommend several graphic and web designers from my referral network.

### ***You're located in Toronto, and I'm in another city. How can we work together?***

Thanks to high speed Internet and Skype, it is easy for me to work with clients worldwide. I am available to collaborate by phone or e-mail from 9AM – 5PM ET. When you phone my office, you will have direct access to me, your copywriter – not a complicated voice mail system. Plus, as an American citizen living in Toronto, I work with both Canadian and U.S. clients.

### ***I'm also located in Toronto and would like to schedule a meeting with you. Is this possible?***

Please contact me at 647-342-4921 or [rachel@freshperspectivewriting.com](mailto:rachel@freshperspectivewriting.com) to request a meeting.

### ***How do you complete an assignment?***

First, we have an initial phone consultation to discuss your project. I will then send you a price quote and contract. After you review and sign the contract, we can get started immediately.

I will send you a detailed questionnaire about your project for your review. We will then schedule a 30 minute phone appointment to go over the questionnaire together. You can send me any information that you think I will

need to complete the project (e.g. sales brochures, a creative brief or web links). I will carefully review all the materials and get back to you if I need additional information.

I am extremely detailed and will do everything I can to provide you with copy that helps you achieve your marketing goals, including:

- Highlight the key features and benefits of your product or service.
- Study your target audience to learn what language to use to engage them.
- Have your copy proofread by a professional editor.
- If the project is multiple pages, I will submit an outline before I begin writing. This means you will avoid any surprises with the final copy.

My contracts include a guaranteed date when you will receive the first draft of the copy. You then have 30 days to review the copy and request 1 round of revisions at no additional charge.

### ***How do I order copy from you?***

Please contact me at 647-342-4921 or [rachel@freshperspectivewriting.com](mailto:rachel@freshperspectivewriting.com). I would be happy to schedule a complimentary phone consultation with you to discuss your communications goals.

Sincerely,



Rachel Foster  
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[www.freshperspectivewriting.com](http://www.freshperspectivewriting.com)  
[www.twitter.com/CopywriterTO](http://www.twitter.com/CopywriterTO)

**P.S. Visit [www.freshperspectivewriting.com](http://www.freshperspectivewriting.com) to claim your free copy of *The Key to Twitter Success: Your Guide to Building Relationships with Customers, Prospects and the Media Using the World's Fastest Growing Social Networking Site*.**

## 2009 B2B “Rising Star” Copywriting Award



Many of my clients tell me they have a hard time finding a copywriter who truly understands B2B marketing. As a specialist in B2B copywriting, I can write persuasive copy that motivates sophisticated business buyers to take the next step in the sales cycle.

I have a BA in English from the State University of New York at Buffalo and over 9 years of experience as a professional writer who produces copy that is clear, concise and effective. My background includes:

- Almost 3 years experience as a **proposal and marketing communications writer** for an architectural firm.
- A certification in web development from the State University of New York at Buffalo School of Management. This means I not only write copy, but **I understand how copy and design work together to increase online sales.**
- Publishing *Fresh Marketing*, a free monthly e-newsletter that reveals how B2B marketers can improve their communications to generate more business.
- Working with clients such as Softchoice and Toronto Hydro Energy Services.

I am particularly skilled in **transforming dense, technical content into clear copy that motivates prospects to respond.** Examples of my technical copywriting include web copy for software products and a narrative for an architectural project that received a prestigious award.

Marriage brought me from the U.S. to Canada in 2007, and I decided to take advantage of the opportunities for entrepreneurs in Toronto by launching Fresh Perspective Copywriting. Since then, I have gone through intensive business training with the Toronto Business Development Centre and green marketing guru, Tad Hargrave. I have also studied B2B copywriting with industry expert, Steve Slaunwhite, and American Writers & Artists Incorporated (AWAI). I received 2<sup>nd</sup> place in the 2009 AWAI B2B “Rising Star” copywriting competition.

## Testimonials

"As a marketer, I write a lot of my own copy. However, I need Rachel to help me to organize my marketing into well written material that speaks directly to my target audience. She helps by editing my material to make sure it's perfect.

Rachel is an amazing copywriter whose writing never fails to impress me. After receiving my copy back from her, I'm always amazed at how she is able to tweak what I've written to make it so much better.

Rachel understands marketing. Not only does she write and edit for her clients, but as a talented entrepreneur, she creates marketing campaigns for her own business that get results - this is extremely important to me, because I want to work with someone who walks the walk.

I recommend Rachel to any business that needs marketing materials that stand out to gain more customers."

Jaime Almond  
Social Media Consultant  
[www.jaimealmond.com](http://www.jaimealmond.com)

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"Rachel has a wonderfully fast-paced, informative and compelling writing style. She also has a thorough understanding of the latest copywriting techniques. I highly recommend her."

Steve Slaunwhite  
Author  
[The Everything Guide to Writing Copy](#)

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"Rachel is a dynamic writer who facilitates each project with integrity and professionalism. Her dedication to her art form and having a social impact in our world is reflected in the work she chooses to invest in."

Tammy Neilson  
Owner  
[Creating Realities](#)

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"I hired Rachel to review and wordsmith some reports I was working on. I had worked with Rachel while she was temping at Toronto Hydro Energy Services. When she started her own business, I continued to use her services because I knew she did a great job and I could count on her. I particularly liked that when I sent her something, I would get it back the way I wanted it without a lot of input on my part.

Rachel is very valuable to anyone in a technical or analytical environment who needs high-quality reports and proposals written. Her services are prompt and reliable, and she produces high-quality work."

Matthew W. Sharp  
Solutions Program Manager, Building Efficiency  
Johnson Controls  
(Former Manager, Energy Solutions, [Toronto Hydro Energy Services Inc.](#))