

Services





About Rachel Foster, CEO

Many of my clients tell me they have a hard time finding a copywriter who understands the complex nature of their B2B products and services. **As a B2B copywriter who specializes in technology and software, I help my clients attract high-quality leads, increase their conversions and clearly communicate complex messages.**

I have a BA in English from the State University of New York at Buffalo and more than **15 years of experience writing copy that helps businesses meet and exceed their projected marketing and financial benchmarks.** My background includes:

- Working with companies such as Influitive, Forsythe Data Centers and Allstream. Through agencies and resellers, **I have written copy for brands such as Microsoft and Apple.**
- **Speaking at events** including Content Marketing World, the MarketingProfs Marketing Writing Bootcamp and MagNet: Canada's Magazine Conference.
- **Sharing B2B marketing tips, trends and best practices** in blog posts for the Content Marketing Institute and Business 2 Community. My blog, [Fresh Marketing](#), is ranked #4 in Feedburner's list of the Top 100 B2B Marketing Blogs.

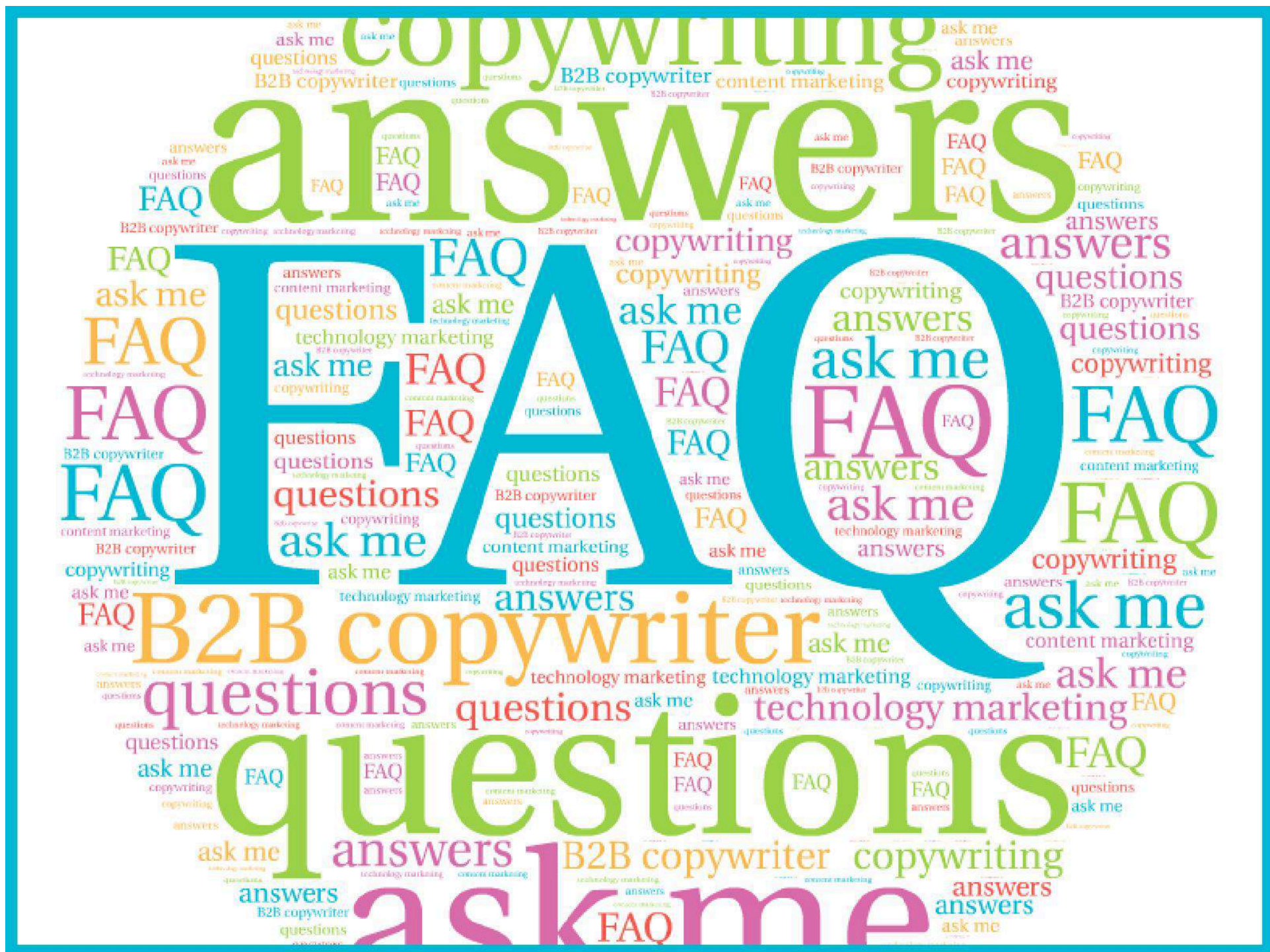


I was also one of the Online Marketing Institute's **Top 40 Digital Strategists in Marketing** for 2014.

Clients

A partial list of my clients is below. Through agencies and resellers, I have written copy for many leading technology brands, including Microsoft and Apple.

- Allocadia
- Allstream
- American Marketing Association – Toronto Chapter
- Avanti
- B+H Architects
- Brainrider
- Canadian Federation of Independent Businesses
- Cogeco Data Services
- Forsythe Data Centers
- Influitive
- Junior Achievement of Canada
- Kofax
- Localist
- Matrix42
- QuickPlay Media
- Softchoice
- Strategic Objectives
- Toronto Hydro Energy Services
- Trajectory, Inc.



FAQ

What do you do?

As CEO of Fresh Perspective Copywriting, I help technology and software marketers attract high-quality leads and convert them into customers.

How can I see samples of your work?

A few samples are included on my [B2B copywriting portfolio page](#). Please contact me to request additional samples.

Will you personally write my copy?

Most likely. If I need to bring on another writer to assist with your project, I will let you know before the project kicks off. If this happens, all of the writer's work will go past me to ensure that it meets my standards before you review it.

Do you handle graphic or web design?

I'm a professional B2B copywriter who focuses on writing results-driven copy. Although I do not provide design services, I regularly collaborate with designers and am capable of working with your design team. I also have designers and developers in my network who would be happy to help.

FAQ

What types of copywriting projects do you handle?

I specialize in copy that helps you generate more leads and revenue. This includes:

- Website copy
- Landing pages
- Email sequences
- Data and sell sheets
- Case studies
- White papers
- Ebooks
- Content that supports your marketing automation sequences
- Video scripts

What other projects do you handle?

Writing workshops

I can train your team on how to write just about any type of B2B content, such as white papers, case studies, and data sheets.

Content marketing strategy and editorial calendar planning

Contact me at **647-342-4921** to discuss your needs.

FAQ

Will my copy be delivered on time?

Yes, I pride myself on my ability to meet deadlines. I even offer a deadline guarantee in my contracts to assure you that you will receive your copy on time.

Who owns the copy once you write it?

Once you pay for a project, you own the rights to the copy and can use it as you like.

What are your fees?

Please see the enclosed fee schedule.

Do you have an hourly rate?

No. I charge a fixed fee per project, not per hour. That way, you know exactly what you will pay for my services upfront. All prices include revisions. I can also work on retainer to assist you on an ongoing basis.

FAQ

What is your process for completing a project?

First, we will schedule a free phone consultation to discuss your project. I will then send you a contract. After you sign the contract and submit a payment, we can get started.

If you have a creative brief for the project, you can send it to me. If you do not have one, I will send you one. You can complete it on your own, or we can go over it together. We will also have a project kick-off call or meeting to discuss the project in greater detail.

I will then review the creative brief, my notes from our calls and any other background information. For most projects, I will send you an outline to ensure that we are on the same page and help minimize revisions. Once the outline is approved, I will complete a draft of the copy. My standard scope of services includes:

- Highlighting the key features and benefits of your product or service.
- Gaining an understanding of your target audience and using language that resonates with them.
- Reviewing how your competitors are positioning similar products or services.
- Incorporating your key messages and keywords throughout the copy.
- Ensuring the copy matches your brand's voice.
- Having your copy proofread by two professional editors.

My contracts typically 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 one round of revisions at no additional charge.

FAQ

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

Good question! Thanks to the magic of the Internet, I regularly work with clients in Canada, the U.S. and Europe. I'm available to collaborate by phone, Skype or email from 9AM – 5PM ET.

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

Call **647-342-4921** or email admin@freshperspectivewriting.com to request a meeting.

How do we get started on my project?

Contact me at **647-342-4921** or admin@freshperspectivewriting.com. I would be happy to schedule a complimentary phone or Zoom consultation with you to discuss your marketing goals.



“Rachel remains calm under deadline and is not afraid to ask my clients the tough questions in order to deliver a first-rate finished product.”

One of my high-tech clients needed some web copy rewritten. I was looking for a seasoned B2B copywriter who had a successful track record working with technical copy. I had worked with other copywriters before but needed a reliable go-to resource for heavy B2B copy work.

I connected with Rachel through Twitter and decided to work with her because her prior work samples were very impressive. **She also had a repeatable approach that gave me a high degree of confidence in her ability to deliver on time and within budget.**

I have been working with high-tech companies for more than 15 years and have delivered more than my fair share of web copy, white papers and sales collateral. And in all those years, **this was the first time the client had no significant edits whatsoever.** I greatly value Rachel's reliability, flexibility and knowledge of her craft. **She remains calm under deadline and is not afraid to ask my clients the tough questions in order to deliver a first-rate finished product.**

I highly recommend Rachel to anyone with a complicated story to tell; she writes equally well for a variety of audiences and I have no doubt in her ability to quickly learn new subject matter or to tackle any challenge put before her. Rachel is pleasant, personable and when appropriate, persistent – all traits I admire in a sub-contractor.

**Sima Dahl, President and CEO
Parlay Communications**

“I’ve owned agencies for 15 years, and Rachel is the second person I’ve met who has the level of writing that when you get something back, it only requires a few minor changes.”

My clients are professionals with sophisticated offerings such as engineers, lawyers and interior designers. I have to be very careful about who I recommend to them, so there are not many people I refer. Rachel is the first person I’ve found who I can recommend to my target market.

Rachel is a professional who understands my clients’ businesses and what they need to convey on a sophisticated level. She’s a pleasure to deal with and a pleasure to refer, because I know I’m not going to get a phone call back saying, “This person is a nightmare. What were you thinking?”

Rachel is very special and has a talent that is not very common. **I’ve owned agencies for 15 years, and Rachel is the second person I’ve met who has the level of writing that when you get something back, it only requires a few minor changes.** The reason I keep giving Rachel more and more referrals is that I can recommend her to a lawyer, architect or engineer. **I know she will ace it, and my clients will rave about it.**

Johanna Hoffmann
Former Managing Principal, Oomph Group, Inc.

“Rachel is a consummate professional who delivers on brief, on time, and with enthusiasm. She has absorbed the theoretical aspects of content marketing and has extensive proven experience in effectively putting them into practice for an impressive range of B2B marketers.”

Mark Cirillo
Senior Marketing Consultant and Content Strategist

“The additional research that Rachel puts into her work makes my job easier.”

I was looking for a copywriter who understood the technology industry on a high level and could communicate with our audience of IT professionals. I liked Rachel, because she incorporates a lot of research into her writing while keeping good timelines. **Rachel also understands Softchoice’s tone and is able to speak to our audience, which is very important to us.**

Rachel is very easy to work with. She’s flexible in terms of deadlines and receptive to changes. I can also tell that she puts a lot of thought into her writing, as her work requires little to no editing on our part. **This saves us a lot of time and allows us to publish content quickly.**

One of the biggest benefits of working with Rachel is that she provides additional value. Not only does she understand technology at a high level, but she also asks the right questions when she interviews subject matter experts. She takes the lead on the phone and helps us drive to the end result, which is the vision that I have in my head. The additional research that Rachel puts into her work makes my job easier.

I’d recommend Rachel to IT companies that want to improve their content marketing strategy. **She shares a lot of best practices and adds extra value to our projects.** We’ve also built a personal relationship over time, and she cares about helping me do my job better and more easily.

Angela Cope
Marketing Production Lead
Softchoice



Rates

Website copy	\$500 - \$750 per page
Short landing page (e.g. to encourage opt-ins)	\$800 - \$1,200
Landing page (to drive sales)	\$3,000 - \$6,000
Video script (less than 5 minutes)	\$500 - \$1,000
Brochure, data sheet, or sell sheet	\$500 - \$750 per page
Sales letter (1 – 2 pages)	\$1,500 - \$2,500
Email copy	\$300 - \$500 per email
Case study	\$1,100 - \$1,800
White paper	\$5,000+
Ebooks	\$500 - \$750 per page
Day rate	\$1,500

Notes

- The above rates are general estimates. **Please contact me for a personalized quote based on the specific needs of your assignment.**
- **This rate card is valid until December 31, 2018.**

A word cloud featuring various phrases related to project initiation, such as "Contact me", "Get in touch", "Schedule a call", "Start your project", "Let's connect!", "Ready to get started?", and "Get in touch". The words are arranged in a circular pattern, with larger words like "Contact me" and "Get in touch" being more prominent.

Let's Get Started!

Why let those revenue- or lead-generating projects collect dust any longer? Contact me today if you need copy that helps you attract high-quality leads and turn them into customers.

I offer a **FREE 30-minute consultation**, where we can discuss your marketing goals, and you can ask me any questions that you have about my services. To schedule, simply call **647-342-4921** or email admin@freshperspectivewriting.com.

I look forward to hearing from you!

Sincerely,

Rachel Foster

CEO

Fresh Perspective Copywriting

647-342-4921

rachel@freshperspectivewriting.com

