



You're invited to join: Summer Joy

What is it? A scaled back version of the Joy of Copy Club

When is it? July 9 - September 24 (3 months of support and community)

What's included?

- 2 drop-in copy coaching and co-working sessions per month (6 total)
- 3-month access to the Copy Vault - a treasure trove of templates, frameworks and trainings to help you write any kind of copy... never ask *"what should I write?"* again
- 4 writing prompts per month (12 total) to help inspire fresh, out of the box content your audience will love to read
- Kick-off strategy call for new members to create your roadmap and plan
- Fast Action Bonus: The first 53 new members to enroll will receive a free 60-minute private strategy session with me (\$500 value)



Who's it for?

- Professionals, service providers, consultants, coaches, course creators
- Non-profit or charity
- Marketers and copywriters
- **Summer Joy will be great for you if you:**
 - ✓ write copy for your business (or have a team member who helps you)
 - ✓ want to stop overthinking and overcomplicating
 - ✓ tend to get stuck in a perfectionism-procrastination loop
 - ✓ don't want to lose momentum with your marketing and messaging over the summer - but you don't want a huge commitment, either
 - ✓ want to get set up for your fall or year-end promotions and launches
 - ✓ appreciate the accountability of co-working or having a copy coach
 - ✓ want to uncover your unique voice and write with your personality
 - ✓ would like to find out how to write ethical and empathetic sales copy

- ✓ want a second set of eyes to review, critique and optimize your copy before you send it out
 - ✓ want a brilliant marketing strategist brain on your business
 - ✓ want writing copy to be less sucky
 - ✓ crave a community of other rad women entrepreneurs doing rad things in the world
- *If you match at least 4 of the criteria, you'll get a big ROI from joining the Summer Joy of Copy Club*

Amber Annette

To: Kim Kiel >

Sunday

Re: Who is in your inner circle Kim?

Thank you!

Copy club definitely activated me to send more consistent communications! 💖

What is it, really?

The (Summer) Joy of Copy Club is an intimate writing and copy coaching program.

Every other Tuesday from 9-11am MT, I'll open my Zoom account and meet with you and other amazing women who are changing and leading their sectors.

You'll connect with stellar humans from all walks of life and businesses (photographers, designers, copywriters, fitness coaches, business coaches, accountants, professional consultants, lingerie designers).

Some members attend all the drop-in calls. Some only attend a few, as needed. Others catch the replays on their own time.

These copy calls give you dedicated time to write and receive copy coaching.

You or your team member can bring ANYTHING you're writing: emails, bios, landing pages, ads, web copy. The beauty is you can write a SFD (a sh*tty first draft) and know you'll get my expert eyes on it before you press publish.

Club members LUUURRVE watching the before-after transformations and can apply the lessons in their own businesses. And sometimes, members use the time as a co-working session to get their weekly newsletter written, or work on another priority project.

If you have a specific project or type of copy you need to write, I'll help you find a template, framework or training inside the Copy Vault, so you won't start from scratch.

Members in the last rounds have written and sent emails that landed new clients, launched and sold new offers, and re-written their web copy. You'll develop consistency and momentum in your marketing, messaging and sales.

When you join the Joy of Copy Club, you'll find your own voice, streamline your messaging and gain the confidence to connect with your audience and write powerful, sleaze-free sales copy that gets you clients.

From Nurture Email to a Sale!

Hi Kim!

I'm so excited to share with you that the nurture email we worked on in the Copy Club - with my gentle call to action to book a 90-min deep dive session - converted to a sale! Yay! It feels so rewarding knowing that I put the offer out there in a way that was authentic and it resonated with my audience.

Thank you for your support!

Warmly,
Erica

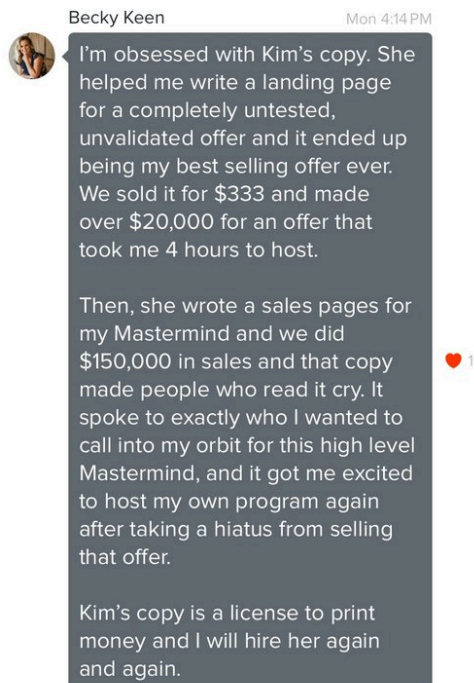
Erica Blackburn | Spiritual Healing & Mentoring

What's inside the Joy of Copy Vault?

You'll access videos, templates & how-tos on:

- writing sales emails
- Facebook ad copy
- researching your customer
- sales pages
- home pages
- about pages
- services pages
- adding personality to your copy
- writing in your voice
- launch copy & strategies
- continually updated with new trainings, tutorials and swipe files of copy that's working today

Get access to templates and frameworks that are a "license to print money"



How do I join? What's the investment?

The Joy of Copy Club is normally \$3,000 over 6 months.

The Summer Joy Club is 1 easy payment of \$1050 or 3 payments of \$350

(Invoicing in Canadian dollars available, plus applicable tax)

To join - email me to ask any further questions or to confirm you want to join! We can also hop on a zoom call to make sure it's a good fit. kim@kimkiel.com

If you're in, we'll follow up with the "paperwork."

Be one of the first 5 members to join and unlock a powerful 1:1 strategy session with me (value: \$500). Only 3 spots remain in this quick-start bonus!

Summer Joy kicks off July 9.

