

Double your customer base: Unlock the missing cheat code

Perfectly match your audience's needs with your brand through persuasive writing.

- + **Stand out:** Craft a unique brand identity.
- + **Business growth:** Turn visitors into loyal customers.
- + **Save time:** Delegate the writing and focus on your core business.

Hey, I'm Harold,

Picture of me 😊

Nice to connect! I'm a former military veteran who served with the Airmobile Brigade starting in 2014. After nine years filled with discipline, invaluable life lessons, and great experiences, I hung up my uniform in 2023.

Why? Because the thrill of military life had faded, and I was stuck in a repetitive cycle that was going nowhere. So, I made a 180-degree career change into copywriting and marketing. Speaking of career changes...

My mission: To use my military discipline and work ethic to create compelling copy. It's not about increasing your sales. It's about making you the go-to brand in your market and establishing you as a firm authority through powerful writing.

Ready to conquer your market in the face of fierce competition? Let's navigate the business battlefield together.

Navigating the modern business battlefield

Phase 01: The attention dilemma

Social media is a great platform for promoting your business, but it's also a competitive space for attracting your customers.

- Despite the constant effort and hours spent writing perfect posts, the result is often little to no engagement, a waste of time.
- Social media is vital for your brand. It's the lifeline for reaching and engaging customers.
- If only we could communicate directly with our customers without having to fight for attention on social media, right? The solution is simple: direct email communication. Which brings us to the next phase.

Phase 02: Customer clarity crisis

When a potential customer lands on your website, you have 5 seconds to make an impression and communicate your value. Every second counts.

- Often, the core value of services and products gets lost in vague, unclear, or irrelevant messaging. It's like finding a needle in a haystack.
- Your value may be clear to you, but can customers grasp it within those 5 crucial seconds?
- Unclear messages and value propositions are a direct route to losing your audience to competitors.

Phase 03: The communication conundrum

How do you nurture long-term relationships to build a loyal customer base?

- Think email is outdated? Think again. It's your secret weapon for building loyalty and retaining customers.
- What's stopping you? Afraid of spamming? Fear will only make you over-reliant on social media. Loyal customers want to hear from you. Those who see you as a spammer won't buy anyway.

- Imagine being cut off from your customers because social media goes dark for 10 days or your account is suspended. Without email, you're stranded. How will you reach your customers?

Tell me, are you ready to weather any storm, even a social media blackout? If not, let's strengthen your communications strategy now.

How can you achieve brand authority, growth, and revenue without effectively connecting with your audience?

Unleash the superpower of strategic copywriting

Think you don't need a copywriter? Sure, anyone can write, but it takes compelling copy to inspire action.

A good copywriter matches your audience's needs to your offer. By tapping into your audience's emotions, we create a strong, meaningful connection that turns casual visitors into loyal customers.

The result? More sales, consistent growth, a loyal following, and solid brand authority. All while saving you time.

Industry giants like Apple and Amazon rely on an army of copywriters. Without one, you'll be left behind.

With discipline and a strong work ethic, I offer a unique approach to copywriting that delivers impactful results with military precision.

Ready to take your business to new heights?

[Let's team up -> Soft CTA](#)

Become an authority in your field through copywriting

Some of the benefits of working with me include.

+ A unique voice and strong brand authority:

Become the go-to solution your audience can't ignore.

+ Save valuable hours:

Focus on your core business with done-for-you copywriting.

+ Increase conversions:

Targeted high-converting copy will light a fire in your bank account.

+ Optimised website copy: (SEO) Friendly

Get noticed immediately with clear, SEO-optimised content.

SEO = Search engine optimized (Google). I'll incorporate Google search keywords into your website. To rank higher in search results and be easier to find.

+ Improved relationship with your customers:

Build lasting relationships with personalised email campaigns.

+ Less selling effort:

Easily sell and promote new offers with direct email communication.

+ Focus on results:

Adapt to a winning strategy by varying approaches and fine-tuning messages.

+ Stay ahead of the competition:

Gain a competitive edge by knowing exactly what your competitors are doing.

+ Increase online visibility:

Attract more customers and followers by increasing your online presence.

+ Performance assurance:

Enjoy peace of mind with guaranteed results.

Or I'll work with you until it's done.

My 6-step process to success:

1. Target Audience Research:

Understand what drives your customers to seek your services.

2. Market research:

Analysing your strategy and that of your competitors. I'll find out their strengths and weaknesses and how we can gain a competitive advantage.

3. Strategic roadmap:

Mapping out every step from brand awareness to customer sale.

4. Copywriting:

Create compelling copy that resonates with your audience. Leading them to purchase with confidence in your solutions.

(After the writing process, the copy will be sent to you for feedback.)

5. Iterative refinement:

Based on your feedback, we refine and tweak the copy to perfection. With two revisions to ensure alignment with your vision.

6. Online deployment:

Deploy the battle-tested copy and reconvene 14 days later to measure the results or plan our next mission together.

You are at a crossroads. Make your critical decision now.

The road most travelled: End our journey and fight alone on the marketing battlefield. Your messages will go unanswered, and your offers will remain hidden like a well-kept secret.

The Path to Victory: Join forces to conquer the marketing battlefield and connect directly with your audience. Expect a busy calendar, a growing customer base, and a brand that commands authority, all while saving time.

Your next move? Click the red X, and we part ways.

Or, dive into our business plan, and let's conquer the market.

[Ready to win? Team up today. - Hard CTA](#)

Services start at €500,- with further pricing to suit your needs.

Socials: LinkedIn - Instagram - Email.

My contact details.


Lead Magnet:

- + Avoid the 7 big mistakes: Could these mistakes be costing you 37% of your sales?
- + Shocking copywriting secrets: What the top 1% of businesses know and you don't.
- + Proven templates: Copywriting templates favoured by the best of the best.

Ready to test and improve your copywriting skills?

Your Name:

Email:

 [Send me the checklist!](#)