

Tab 1

Because your draft is 80% there...but your brain is 120% over it.

Let's get your copy from "I *think* it's good enough?" to "I am *SO STOKED* to share this!"

A two-round, co-conspirator-style edit where we drag your voice out by the collar, dial in your message, and serve your "is this brilliant, or is it an absolute dumpster fire?" spirals their last call.

This is where we put your writing confidence *on draft*.



[POUR ME SOME OF THE GOOD STUFF]



Your feedback is *SO* brilliant, and I know I say it all the time but THANK YOU. You're a Master.

I LOVE how you don't give more feedback for the sake of giving feedback. I think that can be a risk for people trying to prove their worth or knowledge, so your lack of ego ruling is such a gift in this way.

You're a content creator's gift from the Gods. Your magical touch turned everything to gold.

Alex Stacey James, Leadership Coach & Mentor



You've done the hard bit, my dude.

Created the thing. Written the words. Brought the blank-screen-keyboard gremlins to their knees.

Even tried to make it sound like the proverbial "you" without slipping into that stiff alter ego who shows up when you're trying too hard to write it "right."

Respect.
Really.
Truly.

But, and correct me if I'm wrong, I bet you've hit *that* part of the writing process.

The part where every sentence feels either Pulitzer-worthy or proof you should never be allowed near a keyboard again.

A fun little purgatory I like to call:

"Did I nail this...or am I about to embarrass myself on the internet?"

Totally normal.

Also? Totally solvable.

What's *not* normal (*or at least, what I refuse to let you normalize*) is letting genuinely good work rot in your drafts because the wording feels a little...

off.

unsure.

I-dont-know-why-but-its-not-right.

It's not because you're bad at writing.

It's because you're *marinated in your own words*...your own world.

Too close.

Too "I've stared at this for so long the word '*the*' now looks like I made it up."

You're in no condition to decide whether your draft is brilliant. **You've wrung out your brain enough.**

Slide the draft over here. Let me take the next shift.

[OTAYYYYYYY]



Thank you @Steph!! Super helpful 😊 Can anyone ever do this alone? And if they can, why would they want to when they can have YOU??!!

I feel your support and it means so much to me 💕💕💕

Can I just say how much I appreciate your feedback and notes on my emails. You make me feel so confident with my writing and I really needed that today. Luteal is an effing menace



@Stephanie Laforest Wow. I'm learning so much from writing this blog post. Thank you SO MUCH for all your feedback and suggestions. You essentially wrote this post for me. I just spent ~3 hours revising it based on your suggestions and refining a

I've reviewed all of your comments and watched the video in this doc. Wow, Steph! Thank you so much for all your help! I feel like words don't do justice to how grateful I am for you. Collaborating with you has taken my content to a whole new level!!



****If you're the "skip ahead to the deets part" type, now's your moment. If not, read on.****

What if told you...

You're already your biz's best copywriter

It takes me *weeks* of questionnaires and intel-gathering to understand your ideal client the way you already do.

You've got years of conversations, client intel, patterns, spicy opinions, half-formed ideas, and "oh yeah, that's important" moments just...hanging out in your head.

Rent-free.

Not paying a dime.

And yet, the second you sit down to write?

Poof.

Gone bye-bye.

Evicted by the blank page and its evil sidekick: self-doubt.

Here's the part where I *don't* tell you to "just write like you talk." And I *definitely* don't pitch you another templated framework pretending it's gonna save the day.

You don't need any more of that.



What you *do* need is what every smart human needs when they're too close to their own work...

A second brain that isn't emotionally tangled up in the damn thing. Someone who isn't lost in the sauce, as they say (*I am they*).

Someone who can read your draft, look you dead in the eye across the bar, and hit you with:

"Yeah, this part's solid."

...paired with a tasteful splash of...

"This is the exact moment you started editing yourself out of the copy."

...and finished with a generous pour of...

“You’re tiptoeing around what you actually wanna say like the floor’s lava. I’m gonna need cannonball energy, my dude.”

Someone who’ll...

- Pull your brand’s voice back into the room (even if you’re not sure what it is yet.)
- Spot the message(s) you’re too close to see clearly.
- Give you feedback that’s grounded, specific, and just sarcastic enough to sting *in a good way*.

You’ve already got the juice.

The ideas.

The point of view.

The voice.

Now, you just need someone (a very experienced and wordy someone) to look at your draft and tell you what’s what.

[HELP ME FEEL LIKE A BETTER WRITER]



ON DRAFT

A two-round, co-conspirator-style edit where we drag your voice

out by the collar, dial in your message, and serve your *brilliant-or-absolute-dumpster-fire* copy spirals last call.

This is not an “audit” or a red pen teardown.

It’s a co-creative edit. And soon to become *your new favorite* “*can you just look at this for a sec?*” button.



This is where your words go from:

“ehhh... I dunno...”

To

“hell yeah, pour me another.”

The kind of copy your dream clients want to belly up to the bar

with, you can't wait to share.

Scoot over. Let's see what you've got.

Then let's edit that shit together.

[I DEFINITELY WANT COPY CONFIDENCE ON TAP]



I saw an increase in direct number of bookings via my website.

I've gained a lot of confidence to clearly articulate my offerings in a way that feels in alignment with my values. Steph will walk alongside you to coach and support you while entirely transforming your copy to ensure it's on brand and in alignment with your values – she is an instrumental part of your launch team! **I was genuinely blown away by the support, time and care she offered.**

Holly Horne, Operational Strategy Specialist



Nearly every prospective client mentions the energy and connection they feel on my website and in my message.

They know immediately that they are in the right place. You

allowed my voice and energy to shine and connect with my aligned audience.

Paige Buda, Brand Strategist & Designer



How it works:

1. BRAND VOICE, PERSONALITY, AND MESSAGING STRATEGY CALL

Before we even touch your draft, you answer a few Qs + we jump on a 120-minute voice, personality, and messaging strategy call. Why?

Because if neither of us knows: a) what you're actually trying to say, and

b) the voice + personality that makes your copy unlike anyone else's...

Then what's the point of feedback?

2. YOU SEND ME THE WORDY THING.

Now that we've got a cheat sheet rocking and rolling of what we want your copy to say and how we want to be saying it...

You send me over whatever copy or wordthing that's been tripping you up.

Website, sales page, welcome sequence, you name

	it, I'm into reading it.
3.ROUND ONE: MESSAGING + UX	The first round of feedback = my eyeballs and UX strategizer brain zoning in on your messaging and zooming out to take in the structure of the page. Are we saying what we need to say? Is it laid out in a way actual humans want to read? Is the structure helping you...or actively sabotaging you?
IMPLEMENTATION WEEK	Once you get all of my round one feedback locked and loaded, you then get up to a week to implement it all.
4.ROUND TWO: BRAND VOICE, PERSONALITY, AND SPECIFIC LINE-LEVEL SUGGESTIONS	This is where my bartender alter-ego swoops in. We get into the nitty-gritty: • where you're playing it safe • where we need more specificity • where the personality dropped off • where the copy could simply go harder • where the clarity needs tightening • where the fun gets to come back

	This round = your “holy crap, it sounds like ME” (proverbial or literal) moment.
IMPLEMENTATION WEEK	You then get up to a week to implement all the feedback + dettaihllleeddd suggestions I provided you.
5. FINAL CHECK	Clean, clear, buttoned-up. Any lingering questions? Any last-second tweaks? Any existential “should I say it like this?” moments? We sweep through ‘em.

What you get

(aka: what’s actually included in this whole shebang)

1. A 90-MINUTE BRAND VOICE + MESSAGING STRATEGY CALL:

WE BREAK DOWN WHAT YOU’RE SAYING, WHAT YOU ACTUALLY *WANT* TO SAY, AND WHAT MAKES YOUR SOUND UNMISTAKABLY YOURS.

YOU GET THE RECORDING, OBVIOUSLY.

2. TWO ROUNDS OF DEEP, PERSONAL, VOICE-FIRST FEEDBACK:

ROUND ONE: MESSAGING & UX STRATEGY

WE TIGHTEN THE STRUCTURE, CLARIFY THE POINT, AND MAKE SURE THE COPY ISN'T FIGHTING ITSELF.

ROUND TWO: VOICE, PERSONALITY & LINE-LEVEL SUGGESTIONS

THIS IS THE PRECISION ROUND: CLARITY TWEAKS, RHYTHM FIXES, SPECIFICITY UPGRADES, AND "OKAY BUT SAY *THIS* INSTEAD" EDITS.

PLUS: A FINAL SWEEP-THROUGH

ANYTHING LINGERING GETS RESOLVED. NO DANGLING CONFUSION LEFT BEHIND.

3. UP TO TWO WEEKS OF SUPPORTED IMPLEMENTATION TIME

SPACE TO WORK THROUGH THE EDITS WITHOUT RUSHING. ASK QUESTIONS, GET CLARITY, STAY OUT OF THE SPIRAL.

4. A MINI VOICE + MESSAGING STRATEGY DOC:

A DISTILLED CHEAT SHEET BASED ON EVERYTHING WE UNCOVERED. THIS BECOMES YOUR GO-TO REFERENCE LONG AFTER WE'RE DONE HERE.

5. COPY YOU'RE STOKKKKEDDDD TO SHARE

PLUS INCIDENTALLY...

MORE CONFIDENCE THE NEXT TIME YOU SIT DOWN TO WRITE.
MORE MOMENTUM.
LESS SPIRALING.

LESS FUSSING.
MORE “YEAH, THIS LANDS.”

[I DEFINITELY WANT COPY CONFIDENCE ON TAP]

Click through, pick On Draft from the dropdown, answer a few questions, and boom, we're off.

THE INVESTMENT

\$1,000 USD

This covers one core piece of copy:

3 core website pages, a long-form sales page, a welcome sequence, or a lead-magnet sequence.

Need more? Client emails, nurture sequences, or multiple pages can be added on.

All ya gotta do is ask.



*****For designers + designer-referred clients*****

If you're showing up with the full brand strategy already handled (as in, you've done the messaging strategy bit elsewhere) mention it when you reach out.

When the groundwork's already in place, this offer comes in at **\$800** instead.

[I DEFINITELY WANT COPY CONFIDENCE ON TAP]

Click through, pick On Draft from the dropdown, answer a few questions, and boom, we're off.

Batman has Robin. Luke has Yoda. Tony Stark has Pepper Potts. Marty McFly has Doc. Kirk has Spock...you...Have Laffy (me...hi, I'm Laffy.)



Because every legendary hero needs...

A nerdy sidekick.

A *words-of-wisdom*,
are-you-sure-that's-how-you-want-to-go-about-that reality check deliverer.

A *you-are-an-actual-genius* hype human.

Oh, and in case it isn't clear...You're the legendary hero here.

I'm the sidekick.

The one who's here to double-check every line, give a well-timed "*There is no try, only do*" moment of clarity, and make sure every word is one you are epicly stoked to share.



I've done this a time...or two...or hundred...

 Steph!!!! Seriously, I love your loom videos. I am learning so much from your insights and suggestions. Super thankful for you. Like, tears welling with gratitude. ❤️

Followed my intuition and wrote for 1 person in mind and this is the response I got. Thank you so much for seeing me and reminding me that there are others just like me that will resonate with my message.



You are THE copy audit QUEEN 🔥

Reply Send

Steph Laforest amazing! Got it! Makes total sense and yes I was feeling this already that they would need more story telling around them, awesome thank you so much! This is fun and exciting! I'm thrilled to have these foundations now so I really get stuck into my writing with intention! Whoop whoop 🥳

Appreciate your example above babe! Thank you 🙏 you rock!

Like Reply 2d

It's so good. 😊 I love it! I'm realising how much my writing has improved. It's crazy!



Thank you so much! I swear you're a wizard - it's perfect! Thanks sooo soooooooo much!!!!

You've been amazing!

Steph Laforest You're the best. Thanks for workshopping this out with me. I'm pickin' up what you're puttin' down here ❤️

Love Reply 20h



FEEDBACK. I LOVE ALL OF IT. IF I HAD YOUR ADDRESS, I'D SEND YOU THE CUPCAKES YOU DESERVE.

Steph is THE BEST people!! She changed the way I write.

Love Reply 3d



Steph Laforest Wow, it feels so good to finally get some support on these things!!

Steph Laforest bam, I knew you would take this in an epic direction!

Love Reply 54m



But most importantly, I just want to say a **huge thank you** for your incredible work and support as I went through the copywriting process. I feel like an "audit" doesn't do your service justice Steph - I was blown away with how much attention, care and recommendations went into the process - not just once, but for two or three rounds. The end product is at an entirely different level of quality thanks to you. I am so grateful!



FYI

When I review your copy...

I'm not there to judge you or tear you down. **I'm there to amp you up.**

I'm there to challenge you to write things differently to see how it feels, to see how you might do it better.

I'm never there to tell you what you did wrong (no such thing).

I'm there to inspire you to *play* with things.

In a way that'll connect with the people you want it to.

In a way that'll highlight the awesome that is your brand.



In a way that makes you stookkeedd for people to read your words.

You are your biz's best copywriter.

It's my job to make you feel like it.



Ready?

Slide your draft across the bar.

Let's edit that sh*t together.

[LET'S]

Click through, pick On Draft from the dropdown, answer a few questions, and boom, we're off.