



GETTING A STARTUP STARTED

"It was immediately apparent that Peta is highly empathetic and really wants to get to the bones of what makes a brand."

www.wordsbypeta.com

THE CHALLENGE

Jen is a co-founder of My Ark, a life admin platform.

She was on the hunt for a branding and copywriting whizz, which is how our paths crossed on Upwork. She needed messaging that appealed to a range of customers, including decision-makers for corporate benefits, corporate users and directly to customers (military soldiers, first responders and critically ill people).

We started out with Jen needing a brand voice guide and a new website. But we loved working together, and this progressed to me working across all of their messaging:

- ✓ Website
- ✓ Emails
- ✓ Social media
- ✓ Content Strategy
- ✓ Brand messaging guide
- ✓ Blogs

MY SOLUTION

Authentic marketing and empathy-driven copywriting are what I do best.

To help us delve deep into the core of her brand, Jen completed my in-depth onboarding questionnaire. The next step was a detailed interview with Jen, bringing to light her vision, passion and story - uncovering her why and communicating this to My Ark's investors and audience alike was critical. Then I put my thinking cap on and got to work with:

- Customer research
- Competitor research
- Identifying barriers to purchase and key benefits and messages to overcome these
- Outlining My Ark's brand pillars to weave across their website, emails and social media profiles

I then crafted messaging that brought their values to life, even as their launch timeline shifted and changed. Leading their marketing strategy through fortnightly consulting meetings, I was all in: from working closely with their developers to helping them get better customer feedback.



"Peta was fundamental in helping us drill down into who our customers actually were and why we should pick them as our beachhead, and then to be able to transform our brand voice to reflect that focus."

WHY I LOVED THIS PROJECT:

Let's be real. Founders have a million things on their task list. I loved being a trusted pair of hands who could take marketing off Jen's plate - a partner and guide in helping her birth her big idea.

Navigating the world of startups comes with its unique set of challenges. When their development had a hiccup, I helped them adapt and create a two-fold content strategy: keeping their supporters engaged while demonstrating an interested audience to investors.

I enjoyed guiding My Ark through the crucial transition of emphasising the benefits it can offer to investors while ensuring their messaging also highlights the benefit to their customers. I brought a fresh perspective and helped Jen untangle complex ideas into clear and impactful messaging.

What I love most is working with trailblazers like Jen, who have a clear vision backed by their personal stories. Distilling this into the most impactful message and crafting a brand that speaks directly to your customer is a privilege - and I'd love to do this for you too!



HI, I'M PETA!

Copywriter and Messaging Strategist

I help you make authentic connections with your audience, leading to loyal customers who come back for more and sing your praises to everyone they meet!