

Salumi 🖋️
Robberts



Copywriting Portfolio

ABOUT



SALUMI ROBBERTS

Hi there! Thanks for taking the time to look through my copywriting portfolio. In it, you'll find a few samples and pieces from my time as a freelance copywriter working with agencies and personal brands, worldwide.

Copywriting is a serious passion and career of mine and becoming an irreplaceable asset to any company is only a snippet of what I aim to achieve.

Enough about me, let's move on to the good stuff! Grab some poppity-corn and please enjoy the work featured below.

SOME OF THE BRANDS I'VE WRITTEN FOR



Martin Santise LLC
T1D Coaching



santé
BY ENJO



 earthlete



EMAIL DESIGN AND COPYWRITING

CAN Gro.

LASHES BROWS HAIR COLLAGEN SKIN

AUSTRALIAN MADE LASH, BROW & HAIR SERUMS

WE'RE FEELING THE LOVE

WHY OUR CUSTOMERS
SIMPLY CAN'T GET ENOUGH!

SOME CUSTOMER LOVE

★★★★★
The best ones! I have tried quite a few lash serums before this but this has been a standout. When I feel you, the results are something you will be amazed!

WE RECEIVED YOUR LETTER!
THANKS SO MUCH!

★★★★★
Absolutely phenomenal! I love these products. Have been using them for a couple of years and could not recommend them highly enough. My lashes have never been longer and my brows are very healthy looking. I will keep using these products. Highly recommended!

NAME REDACTED RECEIVING LASH & BROW PAIR

★★★★★
Wonderful collagen. I love this product! I've been using it for many years because I have seen the benefits of using it every day. Definite reduction in wrinkles on my face and younger looking skin.

ANITA FRANKENBERG
RECEIVING BROW & COLLAGEN

★★★★★
This is our best! Great product. Great overall results, when used daily. My eyebrows look long and healthy. I have lost 10% every 4 or so weeks and they look amazing. Continuing with the serum keeps them strong.

WE'VE RECEIVED YOUR LETTER!
THANKS SO MUCH!

SHOP NOW

Truly Australia Product

Crating free & vegan
(no animal or fish tested)

100% natural
(no chemicals or preservatives)

100% NATURAL LASHES

So long as you're happy with your skin!
Caring for your skin means caring for your hair too!

CAN Gro.

LASHES BROWS HAIR COLLAGEN SKIN

AUSTRALIAN MADE LASH, BROW & HAIR SERUMS

MISSED OUT ON YOUR VALENTINES DAY FAVOURITES?

TREAT YOURSELF!

SHOP NOW

FIND YOUR PERFECT MATCH!

Long Lashes
Eyelash Enhancer
SPF

Bold Brows
Eyebrow Enhancer
SPF

Remember it's not just about the longer, thicker and better looking lashes. But to give the eyelashes enhanced to help increase and define brows for a natural, polished, beautiful, modern look.

FIND YOUR PERFECT MATCH!

Glow Peel
Gel

Anti-Aging Eye Cream
Gel

Boosts a clear and bright complexion, while hydrating your skin with our Glow Peel. Use the Anti-Aging Eye Cream to target and reduce puffiness and dark circles around the eyes.

FIND YOUR PERFECT MATCH!

Hair Hair
Scalp Brush
Gel

Hair Growth
Spray
Gel

Our intense scalp brush promotes hair growth and stimulates circulation. Once your scalp is treated with the amazing growth serum, your hair growth cycle, reducing hair loss and increasing scalp circulation and hair thickness.

CAN Gro.

LASHES BROWS HAIR COLLAGEN SKIN

AUSTRALIAN MADE LASH, BROW & HAIR SERUMS

ARE YOU ready FOR IT?

Rock out in our Paris Red Matte Lipstick now 50% OFF!

SHOP NOW

YOU'RE gorgeous

Choose from 5 eyeshadow colours from our Basic By 8 Face Palette 1.0

Now 50% OFF!

SHOP NOW

SALE 30% OFF SALE 30% OFF SALE 30% OFF SALE 30% OFF

EMAIL DESIGN AND COPYWRITING

FRENCH AT&M

EARRINGS BRACELETS NECKLACES RINGS

FREE SHIPPING ON ALL ORDERS OVER \$100

THE LAST DAYS OF SUMMER



SUMMER REMINISCING

At Home

Soak in the last few days of sunshine as summer slowly winds to a close. Revisit beauty with your blue summer favorites.

• [Celine Bracelet Blue](#)

• [Jade Earrings Dark Aquamarine](#)

• [Jade Earrings Summer Blue Delia](#)

• [Jade Earrings Summer Blue Delia](#)

When you wear these delicately designed pieces, you'll relive an elegant contrast with the summer outside. See the easy glancing in the last before are perfect for a cooler change.

The warm summer sun has brought about its vitality and growth. Celebrate the end of this heartwarming season with captivating pieces from the La Jardin Collection.

CATCH THE SUNSHINE

REMINISCENCE THE LAST DAYS OF SUMMER



Celine Bracelet Blue

[Shop now](#)



Jade Earrings Dark Aquamarine

[Shop now](#)



Jade Earrings Summer Blue Delia

[Shop now](#)



Jade Earrings Summer Blue Delia

[Shop now](#)



FRENCH AT&M

EARRINGS BRACELETS NECKLACES RINGS

FREE SHIPPING ON ALL ORDERS OVER \$100

EXPERIENCE PERidot SHIMMER ELEGANCE



EMBRACE THE SUMMER

At Home

Fall in love with French At&M's Peridot Shimmer Jewelry Collection, featuring the elegant Jade and Emerald Earrings, along with the sophisticated Celine Bracelet and Necklace. Each piece is crafted to add a touch of summer's glow to your style, with the peridot shimmer shade embodying happiness and tranquility.

• [Jade Earrings](#) Subtle sophistication in every detail, perfect for everyday elegance.

• [Emerald Earrings](#) Capture the warm glow of sunset, adding a spark to your evening attire.

• [Celine Bracelet and Necklace](#) Grace your look with these serene and poised jewels, reflecting your inner light.

Our Peridot Shimmer Collection is a nod to the craftsmanship and French-inspired design French At&M is known for. These pieces aren't just jewelry; they're a celebration of beauty and moments worth remembering.

Upgrade your style with the Peridot Shimmer Collection. It's more than jewelry; it's a timeless love of memories and elegance.

PERidot SHIMMER

PERIDOT SHIMMER COLLECTION



Jade Peridot Shimmer Earrings

[Shop now](#)



Emerald Earrings Light Tangerine

[Shop now](#)



Celine Necklace Blue

[Shop now](#)



Celine Bracelet Blue

[Shop now](#)



FRENCH AT&M

EARRINGS BRACELETS NECKLACES RINGS

FREE SHIPPING ON ALL ORDERS OVER \$100

CLASSIQUE EMERALD ROYAL ELEGANCE

SHOP COLLECTION

At Home

French At&M proud to present the new Classique Collection featuring exquisite green emeralds of Emerald. Express the Art of You with this stunning new collection.

For those who find beauty in the details and joy in the extraordinary, the Classique Collection is your canvas. Let these pieces be the accents that express your individuality, your strength, and the unwavering elegance that you embody.

Use the code **CLASSIQUE10** online and get 10% off selected pieces in the new Classique Emerald Collection.

VIEW OUR CLASSIQUE

EXPLORE OUR CLASSIQUE EMERALD PIECES



Jade Earrings Emerald

[Shop now](#)



Emerald Emerald Crystal Earrings

[Shop now](#)



Celine Necklace Green

[Shop now](#)



Celine Bracelet Green

[Shop now](#)

SHOP CLASSIQUE EMERALD

EMAIL DESIGN AND COPYWRITING

BRANDS: CANGRO, FRENCH ATTIC

TIME FRAME:

Ideation | 30 minutes

Design | 1-2 hours

Copy | 30-45 minutes

THOUGHT PROCESS

ROLE | Email By Design Account Manager/Copywriter

Before sending each email, I would converse with the client and offer some ideas for the email campaigns for that week. After they approved and we agreed on ideas, I would start by drafting a rough design for the email, making sure it aligned with the brand's style, colour, aesthetic and communicated the desired message visually. Then, I would write the copy and send it off to for final approval before scheduling it into Klaviyo and notifying the client that the email campaign was scheduled.

EMAIL DESIGN AND COPYWRITING



This was a made up brand that I created for samples of graphic design and ecommerce email copy.

BRANDS: KRAZY KIDZ

In this sequence, there is:

- A pop up/ sign up form
- A welcome email with a discount
- A brand welcome email
- A product catalogue email



Get a FREE Krazy Kids Sunscreen when you enter the code at checkout

As promised, here's 10% off your first order.

Code: KRAZY10

*Enter this code at checkout to receive 10% off your order



Krazy Kids

Krazy keeps your kidz

SAFE, COMFY & SPOTTABLE

at the beach or pool.



Summer is here!

Another year passed and bathers outgrown. That means the swimsuits need replacing. At Krazy Kids, we don't hide **personality**. We put it on the outside.

GET YOUR KRAZY ONE!

[Shop our Krazy range](#)

TIME FRAME:

Ideation | 2 hours

Design | 6 hours (total)

Copy | 3 hours

THOUGHT PROCESS:

Although this was only a mock project, I treated this like a real client. I came up with the idea and started with the designs before writing the copy. Throughout this process, I experimented with various designs, colours, fonts and copy. After many iterations, I was happy with the end result.



Krazy Kids

Make it when bathers wear out in just a few weeks!

**WHY KRAZY KIDS SWIMWEAR
WILL LAST ALL SUMMER**

[SHOP NOW](#)

They're in! out of the pool, running through sprinklers or paddling at the beach, all summer long. Playing shouldn't feel restricted from swimwear.



Krazy Kids swimwear has a seamless design aimed to fit comfortably around every limb.

Poor quality swimwear is quickly ruined by chlorine & salt water.

**HERE'S WHY KRAZY KIDS SWIMWEAR
HAS YEARS OF WEAR TO OFFER**

Stitched together with a chlorine resistant thread, made to be strong and last hours in the pool.



Fabric of real stretchy flowing neoprene material that's fast!



That's why our Krazy Comfort promise ensures comfort & eliminates chaffing & sagging.



Krazy Comfort Promise

Our Krazy Comfort promise guarantees your child can enjoy carefree splashing. If they experience any chaffing or sagging during the first month, contact us for a no-hassle return or exchange.

[SHOP NOW](#)



Krazy Kids is not only for beachgoers but also for serious swimmers.

View our range of Krazy Kids swimwear for the beach or your kid's next race.

[SHOP BEACHWEAR](#)

[SHOP SERIOUS SWIMWEAR](#)

SOCIAL MEDIA AND ADS

META ADS FOR ENJO AUSTRALIA

Multi-Channel Copy for Enjo Australia

Ad 1:

Platform: Facebook or Instagram

Headline:

[A] It's that 'spring-clean' time of the year again! - 20% off sitewide!

[B] Spring into Clean for 20% off all Enjo cleaning products!

[C] Spring Clean Enjo style - 20% off sitewide!

Primary Text:

We're spilling the tea [then cleaning it up]...

TEA: We're having a 20% off sitewide sale for all things Spring Cleaning!

This means you can take the 'spring-clean-stress.'

Put it in a bag...

And THROW it out your [very clean] window!

We're offering 20% off Enjo's Spring Clean products, helping make those 'hooks and crannies' the cleanest they've ever been.

Spring's just around the corner - 20% off sitewide limited time only!

www.enjo.com.au

TIME FRAME:

Ideation | 10
minutes

Copy | 45 minutes

THOUGHT PROCESS:

For each ad, I came up with an idea, used AI to flesh out my idea and then spent the most amount of time to write the ad copy and headlines, ensuring I remain aligned to the brand's voice and tone.

Ad 2:

Platform: Facebook or Instagram

Headline:

[A] Psssst...we're having a 20% off Spring Clean sale!

[B] Save 20% off Enjo's Spring Cleaning range!

[C] For 20% off, you can spring into stress-free cleaning!

Primary Text:

What's contagious, exposes teeth and crinkles your cheeks?

The big smile on your face when you admire your Spring Clean handiwork.

Powered by Enjo's 20% off sitewide sale, jump into spring-cleaning mode without...

✗ Harsh chemicals

✗ Dirt and grime residue

✗ Bank-breaking products

So, what are you waiting for?

Get your 20% off quickly before we start Christmas promo!

Who here loves to Spring Clean?

SOCIAL MEDIA AND ADS

META ADS FOR SANTÉBYENJO

Multi-channel copy for Santé by ENJO

Ad 1:

Platform: Facebook or Instagram

Headline:

[A] Glow up your routine - 30% Off Insta Glow Bundle + BONUS GIFTS

[B] Hey gorgeous, need a skin-pick-me-up? (Insta Glow Bundle 30% off + Bonus gift inside)

[C] Your Skin's Pick Me Up (for 30% off, give your skin some glow!)

Primary Text:

Sometimes, our skin needs a pick-me-up. In that case, get your hands on our Insta Glow Bundle - now 30% off!

Your secret weapon for a radiant complexion has entered the chat. Just add water and let our sustainable, cruelty-free products work their magic.

Plus, grab a few bonus gifts (valued at \$47) to complete your routine!

Don't miss out on 's glowing up 's your routine!

Shop now: <https://sante.enjo.com.au/insta-glow-bundle.html>

TIME FRAME:

Ideation | 10
minutes

Copy | 45
minutes

Same thought
process as
above.

Ad 2:

Platform: Facebook or Instagram

Headline:

[A] That's so fetch, if that was The 30% off Insta Glow Bundle Sale we're having!!

[B] Wanna know a secret? We're giving away a bonus gift (valued at \$47) with the 30% off Insta Glow Bundle.

[C] What's comes in blush, midnight or lilac? Your new Insta Glow Bundle (now 30% off + free gifts).

Primary Text:

Guess how many people search up 'How to get radiant skin' every month?

12,500 people!!!

We're here to tell them, once and for all, that the secret to radiant skin lies within our Insta Glow Bundle (which is now 30% off babes).

Plus, score bonus gifts that make every step of your routine a glamorous glow-party.

For a limited time, shop SantébyEnjo's Insta Glow Bundle (+ Bonus gift valued at \$47)!

Go now: <https://sante.enjo.com.au/insta-glow-blush.html>

SOCIAL MEDIA AND ADS

GOOGLE ADS FOR ENJO AUSTRALIA & SANTÉBYENJO

Google Ads

[keywords: clean, cleaning products, best cleaning products, environmentally-free cleaning products, chemical-free cleaning products, natural cleaning products]

1 Headline: ENJO Spring Clean Sale: 20% Off Sitewide!

Description: Chemical-free cleaning made easy. Transform your home with our eco-friendly fibres. Shop now & save \$\$\$ on your spring clean!

2 Headline: For the deepest clean: ENJO's 20% Off Spring Clean sale

Description: Ditch the harsh chemicals. Clean faster & smarter with ENJO. Limited time offer: 20% off our entire range.

3 Headline: Spring Clean Revolution: 20% Off ENJO

Description: Say hi to toxic cleaners and hello to quick, effective & eco-friendly cleaning. Shop our sitewide sale now & refresh your home!

4 Headline: Your deep clean starts with Enjo - 20% Off sitewide.

Description: Forget the harsh chemicals and use Enjo's environmentally safe and no-nasties cleaning products. Get your squeaky clean for 20% off now!

5 Headline: Squeaky clean spring for 20% off Enjo's cleaning products.

Description: From behind the fridge to above the picture frames, Enjo's got you covered! Take 20% off all cleaning products and enjoy a spring-cleaned home.

TIME FRAME:

Ideation | 20 minutes

Copy | 45 minutes

THOUGHT PROCESS:

Before I started writing any copy, I google similar brands to these and saw what Google Ads they had running. This informed how I would structure my ads and after doing the background research, I wrote the copy for each Google Ad.

Google Ads copy (1x headlines, 1x descriptions)

[keywords: glow up, insta glow, bundle, best glow makeup, makeup, insta glow bundle, radiant skin, sustainable skincare, eco-friendly, cruelty-free]

1 Headline: 30% Off Insta Glow Bundle

Description: Glow up with SantébyEnjo's Insta Glow Bundle! Get radiant skin with eco-friendly, cruelty-free products. Limited time offer, plus bonus gifts! Shop till you drop!

2 Headline: Radiant Skin, now 30% off

Description: Get glowing skin with our Insta Glow Bundle! 30% off + bonus gifts. Eco-conscious skincare for a radiant you. Shop now!

3 Headline: Get Your Glow On - 30% Off

Description: Save 30% on the Insta Glow Bundle. Eco-friendly, cruelty-free products for your best glow. Limited-time offer - shop bundles!

4 Headline: Glow, Radiant, Shine - 30% Off Insta Glow Bundle

Description: Try our Insta Glow Bundle to remove, cleanse and gently remove makeup. Like a cloud brushing your cheek, you won't believe just how soft these are. Grab your 30% Off Insta Glow Bundle now (+ get a bonus gift valued at \$47).

5 Headline: You're always gorgeous, but this sale ain't around forever.

Description: Shop 30% Off Insta Glow Bundle (+ bonus gifts valued at \$47). A new glow is waiting. Shop your glow!

SOCIAL MEDIA AND ADS

SOCIAL MEDIA CAPTIONS FOR ENJO AUSTRALIA

TIME FRAME:

Ideation | 30 minutes

Copy | 2 hours

2 Social Media Captions

[1 middle-of-funnel post (focused on education and consideration)]

The Power of Water

[visual idea]

A short video of someone cleaning a benchtop after spraying it with only water and an Enjo Fibre.

[caption]

🧼 Like H2O's mermaids, Enjo's cleaning products work when you just add water! Say bye-bye to harsh chemicals and toxic cleaners. Our advanced ENJOtex fibres lift and trap dirt, leaving your surfaces spotless and safe for everyone 🌱

Why fill your home with unnecessary chemicals when water can do the job just as well? With Enjo, you get a deep clean without the nasties.

Plus, since our Enjo fibres are 100x finer than human hair, no crevice is too small or tight to be left unclean.

Go on, try it for yourself!

[in comments] #CleanGreen #CleaningProduct #CleaningTechnology #CleaningWithENJO #CleanLiving #EcoEducation #Ecofriendly #EcofriendlyLiving #EcoInfo #EcoKnowledge #EcoProducts #EcoSolutions #ENJO #ENJOAustralia #ENJOPure #EnvironmentalAwareness #GreenCleaning #GreenFacts #GreenInsights #GreenLiving #JustAddWater #LearnGreen #NaturalCleaning #NonToxicLiving #ReusableCleaning #SafeCleaning #SustainabilityTips #SustainableChoices #SustainableCleaning #SustainableHome

[1 bottom-of-funnel promoting the 20% off Spring Cleaning sale]

Your Spring Clean, Your Way

[visual idea]

An image of a flat lay of Enjo products arranged on a spring-themed background, with flowers and greenery to evoke the freshness of the season with a bright 20% off banner/sticker on the image.

[caption]

Out with the old and in with the new [if new was a super clean home]. This spring, we're all about creating a cleaner, greener home. With 20% off sitewide, Enjo's Spring Cleaning Sale is your opportunity to refresh every room with our sustainable, reusable cleaning products 🌱

Turn your 'ughhhh' to spring clean into a resounding 'yipeee' when you use Enjo's chemical-free cleaning products [for four fifths of the original price, might we add] 🧼.

Who else here is a spring cleaning machine?

[in comments] #CleanGreen #CleaningProduct #CleaningTechnology #CleaningWithENJO #CleanLiving #EcoEducation #Ecofriendly #EcofriendlyLiving #EcoInfo #EcoKnowledge #EcoProducts #EcoSolutions #ENJO #ENJOAustralia #ENJOPure #EnvironmentalAwareness #GreenCleaning #GreenFacts #GreenInsights #GreenLiving #JustAddWater #LearnGreen #NaturalCleaning #NonToxicLiving #ReusableCleaning #SafeCleaning #SustainabilityTips #SustainableChoices #SustainableCleaning #SustainableHome

THOUGHT PROCESS:

Once again, before I wrote any copy, I made sure to look at what this brand had previously been posting on Social Media. This was to give me an indication of how they sound and whom I am speaking to (i.e. my target audience). After becoming very familiar with their brand, I was able to write social media copy aimed at educating the viewers and building the brand.

SOCIAL MEDIA AND ADS

SOCIAL MEDIA CAPTIONS FOR SANTÉBYENJO

2 social media captions:

[1 middle-of-funnel post (focused on education and consideration)]

Eco-Friendly Doesn't Mean Boring – Meet the Artists Behind Our Design

[Visual]

Feature behind-the-scenes images or videos of the artists/designers who work on SantéByEnjo's product aesthetics, showing sketches, inspirations, and the final product. Carousel or a short video reel.

[Caption]

Who says sustainability can't be stylish? Meet the talented artists behind SantéByEnjo designs.

From concept to creation, we're showcasing how art and eco-consciousness come together to create products that are as beautiful as they are effective.

Our artists not only pour their heart and soul into creating products you'll love but strut their own stuff with SantéByEnjo every day!

Pop quiz: Our artists are from all around the world TRUE or FALSE? 🌍

[in comments: #CleanGreen #CleanLiving #CleanSkinProduct #CleanSkinTechnology #CleanSkinWithSanté #EcoEducation #Ecofriendly #EcofriendlyLiving #Ecoinfo #EcoKnowledge #EcoProducts #EcoSolutions #EnvironmentalAwareness #GreenCleaning #GreenFacts #GreenInsights #GreenLiving #JustAddWater #LearnGreen #NaturalSkincare #NonToxicLiving #ReusableSkincare #SafeCleaning #SantéAustralia #SustainabilityTips #SustainableChoices #SustainableSkincare #SustainableHome #ZeroWaste]

TIME FRAME:

Ideation | 30 minutes

Copy | 2 hours

[1 bottom-of-funnel promoting the 30% off Insta Glow offer]

Before & After Glow Transformation

[visual]:

A carousel post featuring before-and-after images of real users who have used the Insta Glow Bundle, highlighting the visible improvement in their skin's radiance and texture. Also, it has a 30% banner/sticker on the first slide.

[Caption]

Are you ready for it? *thanks Tey say!*

Although we think you're beautiful regardless, we wanted to demonstrate the awe-inspiring results you can get from our Insta Glow Bundle [which is now 30% off, btw].

See the difference for yourself in these amazing before & after photos.

And, you wanna know the best part? They're suitable for any skin type, and you're not just doing your skin a favour, but limiting waste as these can be re-used for up to 3 years! Just throw them in your SantéByEnjo laundry bag, machine wash and dry!

Your best skin is just one bundle away.

Go on, go grab your 30% off Insta Glow Bundle now!

[in comments: #CleanGreen #CleanLiving #CleanSkinProduct #CleanSkinTechnology #CleanSkinWithSanté #EcoEducation #Ecofriendly #EcofriendlyLiving #Ecoinfo #EcoKnowledge #EcoProducts #EcoSolutions #EnvironmentalAwareness #GreenCleaning #GreenFacts #GreenInsights #GreenLiving #JustAddWater #LearnGreen #NaturalSkincare #NonToxicLiving #ReusableSkincare #SafeCleaning #SantéAustralia #SustainabilityTips #SustainableChoices #SustainableSkincare #SustainableHome #ZeroWaste]

THOUGHT PROCESS:

Same as above thought process.

SOCIAL MEDIA AND ADS

ORGANIC SOCIAL MEDIA COPY FOR SMARTERBATHROOMS+

Organic social copy for smarterBATHROOMS+

Instagram post: Canterbury Ensuite Bathroom Case Study

[visual]

Either a carousel with photos of the finished bathroom or a reel with inspirational/motivational music.

[caption]

Transforming a forever home into a sanctuary – this Canterbury Ensuite is a testament to timeless elegance and meticulous design.

As a 2023 FINAUST in the HA Renovated Bathroom over \$80,000 category, this renovation opposed the convention that luxury requires you to compromise on storage.

This was not the case as our talented team cleverly designed the wall cabinetry and concealed storage solutions, proving that you can have both ample space and plenty of storage.

Our clients envisioned a serene escape from their busy lives and a showstopping space that brings them joy every time they step inside. We delivered just that, creating a stunning focal point with the natural marble-clad floating bath, large vanity, and LED strip lighting.

Our team's dedication to detail shines through in every aspect of this ensuite, from the perfectly aligned marble veins to the magnificent structural integrity.

The result? A space that not only meets but exceeds all expectations.

Ready to transform your bathroom into a sanctuary? Discover more of our award-winning projects or book a free consultation today. [\[Link in bio\]](#).

TIME FRAME:

Ideation | 15 minutes

Copy | 1.5 hours

THOUGHT PROCESS:

For this brand, I took a few pre-existing blog posts on their website and turned them into bite-sized and condensed social media posts. I did this by reading the blog posts online, plugging them into AI to summaries the key points and writing the social media copy inspired by AI's summary.

Instagram Post:

[visual]

Carousel of Butler's pantry with handdrawn labels of what is referred to in caption. For example, in the photo about storage, have an arrow pointing towards the shelving and handwritten writing saying 'Celling-high shelves and smart drawers'.

[caption]

Planning your dream Butler's Pantry? 🏡 Here's 7 things you should consider if you want to make it perfect:

- ✓ **Purpose:** Keep your kitchen clutter-free by storing, prepping, and hiding appliances.
- ✓ **Storage:** Maximize space with ceiling-high shelves and smart drawers.
- ✓ **Location:** Place it near the kitchen for a smooth workflow.
- ✓ **Lighting:** Use downlights or strip lights for visibility; go for automatic switches.
- ✓ **Power:** Add power points, USB ports, and an exhaust fan.
- ✓ **Budget:** Save on materials but splurge on smart storage.
- ✓ **Space-Smart:** Even small kitchens can benefit with clever design.

Yearning for a spacious Butler's Pantry? Tap the link in bio to find out more! 🏡

EMAIL LIST MANAGEMENT & RELATIONSHIP BUILDING

BRAND: MARTIN SANTISE LLC

Hey (First Name),

Last week was one of those difficult weeks—when I felt like diabetes was slowly taking over my life again. Every night, I make up my mind, needing orange juice or sugar tabs just to get through. All I could think was, “Why do I have to keep dealing with this?”

But last night, I had a moment of reflection. A couple of years ago, this constant battle would have left me feeling embarrassed, defeated, and out of control—like my life had no worth because I couldn't even control my own body.

I used to hate when people saw me struggle. I saw it as a weakness.

But I was wrong. These frequent lows have actually made me stronger. They've made me realize that I'm longer live with the same fear I once did.

Lives used to define me, and give me panic attacks but now I see that I've conquered that fear.

Diabetes doesn't define us, it refines us.

Here's how you can let it refine you:

1. Embrace the Challenge

Don't see T1D as a limitation.

See it as a unique strength—constantly teaching you about yourself and pushing you to grow.

It's made you more resilient, more in tune with your body, and more disciplined than most people will ever be, hasn't it?

You're playing the game of life on hard mode, and you're still standing.

2. Don't overlook the small wins.

Did you nail your blood sugar before a workout?

That's a win.

Did you spot a pattern in your blood sugar levels?

Another win.

Acknowledge these moments—they build up and give you strength when you need it most.

Your self-confidence comes from these small victories, from mastering something as challenging as type 1 diabetes.

3. Build your T1D toolkit.

Knowledge is power.

Understanding how food, activity, and stress affect your body gives you the confidence to navigate any situation.

You have the ability to master your own body and blood sugar levels—the best person you can be. And like any skill, you can keep improving.

Learn how to leverage the technology at your disposal to help you along the way.

4. Connect with others.

Sharing your experiences has a two-fold effect.

1) You get to relate to others and feel understood...

And 2) you can help empower others.

Your struggles and successes could be exactly what someone else needs to hear.

5. Practice self-compassion.

Some days will be harder than others, and that's okay.

Treat yourself with the same kindness you'd offer a friend facing T1D or any other challenge.

Applying these five “refinement exercises” completely transformed my low self-esteem and fear of hypoglycemia. It has allowed me to:

-Find a sense of self-worth and know I can adapt and overcome

-Manage my blood glucose levels with ease, without frustration or burnout

-Discover so much about who I am and what I'm capable of achieving when I put my mind to something

You're stronger than you realize. Having diabetes doesn't define you—it refines you.

Let it make you stronger. Instead of fighting it every day.

Here's to your health and happiness!

By the way, I've adjusted my blood insulin, and now I'm no longer experiencing those intense lows at night.

The real power lies in being able to make adjustments based on what your body is telling you—that's the secret to staying in control.

- Martin Santise

P.S. If you're struggling or need to talk about your diabetes management, do us both a favor and hit the reply to this email and tell me what's going on.

I'm always here for you.

Before working with Martin, he wasn't sending any emails to his list. I started off by running a re-engagement campaign to 1) re-engage his email subscribers and 2) to facilitate any subscribers to unsubscribe. For deliverability purposes, I segmented Martin's list in terms of engagement and sent only a few emails to his subscribers to slowly re-engage them.

These are two emails I wrote to his list that had the highest open rates.

Hey (First Name),

Managing diabetes doesn't offer a one-size-fits-all approach.

I know how frustrating it is when advice feels too generic to help with your situation.

That's why I want to do something different.

I want to create content that helps you where it matters most.

But to do that, I need your help.

I've been sharing tips that have worked for me and my clients.

And, as much as I believe we should learn from each other's experiences...

I want to tailor future content specifically to what *you* need.

Whether it's handling blood sugar levels when stressed, a deeper understanding of how to dose for meals or finding time for exercise...

I want to deliver exactly what's most useful to you.

Make sense?

I've witnessed the real progress people make when they get the right support and answers.

Like Kramer who mentioned that making type 1 diabetes manageable within his busy lifestyle has given him a real sense of control. But here's the thing—everyone's journey is different.

What worked for Kramer might not work for you, and that's okay.

That's why I'd like you to tell me exactly what you need to hear and learn.

All you have to do is 10 “reply” and tell me what kind of content or advice you find most helpful.

No wrong answers here—just let me know what you're struggling with, or what areas of managing T1D you'd like to see more of.

Whether it's troubleshooting blood sugar highs and lows, dealing with burnout, or any other topic...

This is your opportunity to be honest with me and get what you need.

You deserve it.

By your side,

- Martin

P.S. Don't be shy—this is your chance to get content that's laser-focused on the challenges you're facing.

Reply to this email and tell me what you're struggling with and what I could do that would be most helpful for you.

THOUGHT PROCESSES:

Since Martin operates in a very specific and unique niche, I make sure to provide actionable and valuable information and education in the emails I send to his list.

Each email takes around 10-20 minutes of planning and research and then between 15-30 minutes to write the email, depending on the topic.

I always make sure to check get Martin's approval before scheduling the email into Hubspot, selecting the right segment to send it to and analyse the data that we receive after sending it.

I am also the designated Email List Manager for Martin, which includes sending all the emails, segmenting and creating filters for lists and analysing the data we receive from the emails.

SHORT FORM SOCIAL MEDIA SCRIPTS

BRANDS: JACQUELINE VAGAR (AMAZON FBA COACH)

AUDIO	VISUAL IDEAS
<p>HOOKS:</p> <p>A (START SPEAKING) I used to think earning 6 figures online was impossible, but now I think ANYONE can do it.</p> <p>...if you learn these 4 secrets!</p> <p>B Here are the 4 secrets that I had to spend thousands to learn, so you don't have to:</p>	<p>Jacqueline standing in house, or sitting in car, close up to camera, keep background simple.</p>
<p>Number one, I used to think you needed money to start an online business.</p> <p>But then I saw one of my students start with almost zero money and replace her 9-5 within 2 months after taking my free webinar!</p> <p>Number two was thinking success happens overnight. This misconception only ends up creating unrealistic expectations.</p> <p>It's not magic, it takes time, effort, and patience to learn, optimize products, and refine strategies.</p> <p>Number 3, I used to believe only tech-savvy people could do this.</p> <p>With so many tools and resources, the process is so broken easy and gives you a complete roadmap to set up an Amazon seller account to learning about inventory and fulfillment.</p> <p>Number 4, I used to think passive income means you can forget about your business because it runs itself.</p> <p>While an Amazon FBA business is easy to manage, it needs consistent effort.</p> <p>However, with automation tools and streamlining your business, you can run it on auto-pilot.</p> <p>Want to learn more about making 6 figures online? Comment "ABC" and I'll send you the link to register!</p> <p>END OF SCRIPT</p>	<p>Talking to camera, hold up one finger on "Number one", then shake your head slightly for "a lot of money"</p> <p>Talking to camera, make a zero sign with your hand on the word "zero" and have a surprised/shocked/accomplished expression when talking about success story.</p> <p>Talking to camera, hold up two fingers on "Number two" and shake head for when you say "unrealistic expectations."</p> <p>Talking to camera, count with thumb, pointer finger and middle finger when saying "time, effort and patience"</p> <p>Talking to camera</p> <p>Talking to camera, really emphasize the word "broken" and throughout have a this is really that easy attitude and expression.</p> <p>Talking to camera, on "forget about it" do a "leant over my head" gesture with hand.</p> <p>Talking to camera and emphasize "consistent" effort.</p> <p>Talking to camera, open hand gesture and friendly sign off.</p> <p>END OF VISUAL</p>

CAPTION:

I used to think it's impossible to make 6 figures online...

Now I believe ANYONE can do it

Here are my top 4 secrets I learned the hard way so that you don't have to:

❌ You need a lot of money to start an online business.

With AmazonFBA, you can generate initial income without spending thousands through smart budgeting and strategic product selection. One of my students started with almost zero money and replaced her 9-5 within 2-3 months after taking my free webinar!

❌ Success happens overnight. This misconception creates unrealistic expectations.

It's not magic, it just takes time, effort, and patience to learn, optimize products, and refine strategies.

❌ Only tech-savvy people will succeed at online business.

With so many tools and resources, the process is easy, and you have access to simple and thorough training on everything from setting up an Amazon seller account, using product research tools, creating product listings and learning about inventory and fulfillment.

❌ Passive income means you can forget about it, and it runs itself.

While an AmazonFBA business is easy to manage, it needs consistent effort. With automation tools and optimized strategies, you can easily run it on auto-pilot and work from anywhere in the world!

👉 P.S. I recently hosted a FREE live training where I broke down, step by step, how you can make 6 figures online with AmazonFBA. If you missed it, don't worry! I'm hosting my next free live training very soon! It'll be showing you exactly how I started this and how you can do it the right way in 2024!

AmazonFBA #ecommerce #success #ifgoalsincome #onlinebusiness #entrepreneurLife #workfromhome #passiveincome #SuccessMindset

TIME FRAME:

Ideation | 45 minutes

Copy | 4 hours

THOUGHT PROCESSES:

These short form scripts were for an AmazonFBA coach on Instagram. Before writing the scripts, I had to research and learn what AmazonFBA was and get very familiar with this niche. After that, I studied her previous content and started creating a few ideas for scripts I could write and topics to talk about. I also made sure to look at the people in her niche and what type of content they were putting out there. This gave me a really good understanding of the types of people and audience I would be talking to.

Once I had a solid idea in mind, I started writing the scripts and ensured I wrote how she spoke in her previous social media videos.

- (Notes to pair with script - Jacqueline sipping a drink or tying up her hair, looking at the camera, with facial expressions conveying "Um why haven't you started this business yet?")
- Trending audio - something catchy, with a beat drop somewhere perhaps.

(First on screen)

HOOK A You're literally losing out on money that other people are making instead of you right now.

HOOK B Every second you wait, someone else is making money instead of you.

And the unbelievable part is they don't spend years studying or working crazy hours.

They're doing it from home, spending 2-3 hours a day and making a doctor's salary in a month.

Find out how you can do it like in the caption (Jacqueline's cue to point down)

(Caption)

👉 Here's how you can take back your money...

❌ If you want to stop others from making YOUR money, listen up!

And I'm talking to whoever is tired of struggling to make ends meet and feeling stuck in a dead-end job with no financial freedom in sight! 🙄

You don't need a store or endless products to succeed. Just one winning product can change everything!

One of my students launched colour-changing cups in June and now makes more than she did at her full-time job!

All she did was find a product on Alibaba for \$2 and sell it on Amazon for \$25.

Isn't that awesome also? 🙌

After improving and rebranding the product, she was able to stick to that one product and retire her parents in the process!

If you're ready to stop missing out and learn how to find winning products and brand them to stand out, come and join my free training!

It's free, interactive, and you can ask me anything.

Comment "ABC" to sign up for free and start making the kind of money you've always wanted!

WEBSITE AND BRAND COPY

BRANDS: EARTHLETE

Our Humble Journey - 'Roof of the World'

Like you, we've felt the strain of modern challenges pushing our minds and bodies to their limits. The search for authentic, nutrient-rich superfoods has never been greater, and the veil has been lifted about health and our co-creating role in the universe.

One hundred years ago, humans solely relied on their diet for fuel and sustenance. Fast-forward a century, and we uncover a new syllabus of rich information about the human body and how ancient cultures have had remarkable breakthroughs in this space since time immemorial.

Our profound journey began with a deeply rooted, passionate quest: to bridge the gap between ineffective, overprocessed health products and poorly sourced ingredients.

Earthlete embarked on an international expedition to unearth a global treasure embedded in the world's most colossal mountain range. It began with a 24-hour journey to Kathmandu, located in the heart of Nepal. We took a domestic flight to the remote regions of Far West Nepal, a nature conservation that exemplifies the delicate balance of some of the rarest species of biodiversity.

We then undertook a grueling trek through wild, mountainous terrain, untouched by time and human presence. Standing atop the 'Roof of the World,' we encountered a deeply rooted connection with the earth. The boundless voyage to source the purest form of Shilajit in a region often described as the real-life 'Garden of Eden' was full of unique communities of life not supported anywhere else.

This remarkable environment pays homage to why Nepal is championed for having the planet's most sought-after and rare shilajit deposits. Our efforts solidify the promise of delivering a superfood considered timeless antiquity, potentially unlocking a new source of vitality and coherence within the human body.

Empowering Vulnerable Communities

During our time in Nepal, we forged strong alliances with Western Nepalese government officials, securing their proactive support for our ambitious vision. This collaboration granted us exclusive access to untouched regions that had never been offered to the global market before.

With 65% of the workforce dedicated to agriculture and only 20% of Nepalese land cultivated, we were struck by the unique balance of Nepal's economy and land use. This preservation of high-grade natural resources aligns wholly with our mission for quality.

We joined forces with four Ward Presidents and Municipal Leaders to initiate three community projects focused on schooling, hunger relief, and women's upskilling. These initiatives were designed to provide economic opportunities in vulnerable districts, aiming to break the cycle of poverty through enhanced education. Driven by our commitment to create a lasting positive impact, Earthlete pledges to donate \$3 from every sale directly to these community projects in Nepal.

Embraced by Nepal's friendly locals, we realized our journey was about more than finding Shilajit. It became a mission to create hope, opportunity, and a brighter future for the families preserving these traditions.

Our Promise

Shilajit, one of the rarest natural commodities in the world, has been revered for millennia in Ayurvedic practice. Born out of the arena of combat sports, Earthlete emerged on a quest for alternative natural products that could enhance athlete recovery and performance. Upholding ancient traditions, we deliver shilajit in its most potent and purified form, preserving its rejuvenating properties as nature intended.

With every serving of Earthlete's Nepalese Shilajit, you're not just nourishing your body at a cellular level - you're connecting with a primordial resonance, supporting vulnerable communities, and taking a stand against a tide of subpar supplements.

TIME FRAME:

Ideation | 45 minutes

Copy | 3 hours

THOUGHT PROCESSES:

This project was to write the origin/brand story of a startup supplement brand in Gold Coast.

Before writing the copy, I needed to 1) know the story, 2) understand the voice and tone of the founder and 3) have the right information to tell their story.

After I had what I needed, I started to do some research on how other similar brands have conveyed their origin story and formulated a rough draft.

I made a few edits after finishing the first draft and sent it off to the client to approve.

BLOG AND SEO COPYWRITING

BRANDS: OUTTHEREMOMS, FETE CREATIVE

TIME FRAME:

Ideation | 15 minutes

Copy | 1 hours

THOUGHT PROCESSES:

For the clients who have needed blog copywriting, I usually start off by making sure I have all the information I need and clarify anything beforehand with the client.

Then, I study the brief and make sure I understand what is required of me to write about.

After I have written a rough outline of the blog, I will go back and make any refinements and change anything that is more closely aligned with the brief and brand.

Before submitting it to the client, I always check for spelling and grammar, presentation, flow and overall quality of writing. I sometimes use AI to check this for me to speed up this part of the process.

Managing a shedding dog can feel like a full-time job, as fur seemingly multiplies and takes over every corner of your home. It's not just about keeping your space clean; it's also about maintaining your dog's coat health and comfort. Understanding how to reduce dog shedding and effectively manage it can make all the difference.

In this guide, we'll explore how to deshed your dog and establish a deshedding routine to keep shedding fur under control, ensuring a happier home and a healthier dog.

Why do dogs shed?

Shedding is a normal part of a dog's skin and fur health, and the degree of shedding varies by breed.

Dogs shed to eliminate old or damaged hair, making room for new growth. This keeps their coat healthy and helps protect them from the weather. Breeds like Huskies and German Shepherds, shed more because of their thick double coats and shed more in warmer seasons.

Other factors like age, diet, and health can influence shedding.

Short Coat Vs Double Coat: What this means for shedding?

To manage shedding, you need to know if a dog has a short coat or double coat.

Short-coated dogs, like Chihuahuas and Beagles, have soft fur close to the body and shed fur year-round.

Double-coated dogs, like Golden Retrievers and Huskies, shed much more twice a year because their hair texture is softer and straighter, allowing the hair to fall out easier.

Why you should deshed your dog

Deshedding helps keep your home fur-free and your dog's coat healthy. You can't stop your dog from shedding, but you can control how much and where it sheds through regular brushing, a healthy diet, and using skin-friendly products. Deshedding your dog removes any dead or loose hair that causes matting, tangling or skin irritation. It also promotes new hair growth and keeps your dog's coat healthy and shiny.

If you have concerns about the amount your dog is shedding, you should speak with your vet, as excessive shedding may indicate an underlying condition.

Are there any risks to deshedding your dog?

When deshedding your dog, avoid these most common mistakes:

• Overuse of deshedding tools:

Using a deshedding tool too often can cause damage to your dog's coat and cause skin irritation. Deshedding is different from brushing as it removes the fur from beneath the top coat. Deshed your dog every 3 months to give your dog's coat and skin a rest.

• Brushing too hard:

Brushing once a week removes loose hair from your dog's topcoat, keeping it smooth and healthy. It also helps eliminate debris and dead topcoat fur. But, be mindful when using any brushing tool, as some dogs have sensitive skin.

• Not using the right deshedding tool:

Invest in a high-quality, easily maneuverable tool that gets close to the roots. Choosing the right tool is up to you and your dog, some prefer combs, whereas others favour deshedding brushes. You can ask your vet or groomer for recommendations if you're unsure.

How to minimise shedding:

1. Using deshedding tools

Using combs, brushes, and specific tools reduces loose hair on your pet's body.

To ease stubborn knots before deshedding, you can use a detangling spray, like our Ultra Sensitive Nuzzle Detangling Spray. This helps achieve a smoother deshedding experience overall.

2. Feed your dog a healthy-coat diet

Protein is the building block of hair and skin. Ensuring your dog eats protein-rich foods, can promote a healthy coat.

Certain amino acids and vitamins support hair growth and skin regeneration, making dog's coats stronger, shinier, and less prone to breakage. Protein-rich diets can improve overall health, a stronger immune system and better skin health, both contributing to less shedding.

3. Establish a regular bathing routine

Every dog breed has different coat care requirements. Use a tailored shampoo and conditioner for your dog to remove loose shedding fur, hydrate the coat and minimise tangles and knots.

Overall, many dog owners deal with shedding every day. If you feel your dog is shedding too much, consult with your vet. In most cases, these practices will lead to your dog having the best coat on the block.

Now you can enjoy less hair in your home and a healthy coat for your dog.

THAT'S ALL FOLKS!

**IF YOU HAVE ANY QUESTIONS OR WOULD LIKE TO BOOK IN
A TIME WITH ME TO CHAT ALL THINGS COPYWRITING AND
MARKETING...**


SEND ME AN EMAIL AT [SALUMI@COMPASSMEDIA.COM.AU](mailto:salumi@compassmedia.com.au)




SALUMI ROBBERTS

Compass Media

 salumi@compassmedia.com.au

 [lumi.compass_media](https://www.instagram.com/lumi.compass_media)

 [compassmedia.com.au](https://www.compassmedia.com.au)