



Dani Strong

Reflecting the depth of your business with copy that gives you shivers and magnetises your dream clients

📍 Camberley, UK

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Languages

English (Fluent)

About

Reflecting the depth of your soul-led business and brand's heart with copy that gives you shivers and attracts your dream clients. I've always enjoyed the art of the written word; my earliest memory was being enthralled by Enid Blyton's 'Magic Faraway Tree'. I'm captivated by how writing evokes a feeling that goes beyond logic; penetrating hearts, drawing you in, and connecting at a soul level. This to me, is word alchemy. I extract the magic and mystery from your brand with words you didn't even know you wanted to express, adding depth to the intricate tapestry of your mission that resonates deeply with your soulmate client. This creates copy that makes your soul sing! [Click here for a link to my portfolio](#)

BRANDS WORKED WITH

Firebrand Training

Intuitive Intelligence Academy

Kelly Morgan

Experience



● Copywriter

Firebrand Training | Jan 2022 - Now

Writing and researching long-format blogs with SEO optimisation. Content also repurposed for shorter news articles Improved Firebrand's share of voice from 1.10% to 5.71% in just 3 months.

● Writing copy that reflects your brand's heart and soul and magnetises your dream client

Kelly Morgan | Jul 2021 - Feb 2022

Created original copy and repurposed content for social media posts, and newsletters Created Content Strategy from branding to value pieces, workshops & events, and selling programs Increased Instagram engagement and private FB Group members. Grew email open rates by 12% in 4 months

● Copywriter

Intuitive Intelligence Academy | Nov 2021 - Nov 2021

Intuitive Intelligence Academy Created a long-form sales landing page for a new program launch
Copy devised from interviewing the CEO, repurposing previous content, and watching training videos

Education & Training

2021 - 2022

● Comprehensive Copywriting Academy

Certification, Copywriting

2017 - 2017

● Luke Hawkins NLP, Australia

Master Practitioner of NLP & Time Line Therapy™, Neuro Linguistic Programming

1994 - 1996

● Collingwood College

A-Levels, Communications, A, English Literature, C.