

**Brooks Rembert**  
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# Information Packet

**Brooks Rembert**

Copywriting and Marketing for Businesses  
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## Welcome

Dear Marketing Professional,

Thank you so much for your interest in learning more about my services as a direct response copywriter and marketer.

If you're reading this, you're probably a business owner who needs the services of a professional freelance copywriter and marketer to help you sell your products or services.

Someone who is easy to work with and familiar with your needs and the needs of your market.

And someone who is able to communicate persuasively with your prospects and customers to get them to take action.

Action like...

- Opting in to your newsletter
- Downloading your free report, eBook, or lead generator
- Clicking through to your sales page
- Buying your product or service
- Telling their friends about you
- Subscribing to your membership site or coaching program

All of which lead to building your business and increasing your bottom line.

They will become your most valuable asset – a paying customer.

And tell all their friends...

You have products and services which help people solve problems and improve their lives.

The right offer targeted to the right market will get your stuff in their hands.

And get their money in your hands.

You need revenue to grow your business. You need new customers to get sales.

You need to get your back-end, premium products in the hands of your existing customers.

And you need to bring former customers back into your fold.

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I can help you. Trust me... my writing sells stuff.

I use the time and market tested, proven methods and techniques of direct response copywriting to:

- Drive visitors to your website
- Increase open rates, click throughs, and conversions from your emails
- Build your customer base
- Increase your ROI per customer through upsells, backend products, and membership sites
- Attract former customers back to your fold
- And grow your business

You need emails, sales letters, blog posts, website material, and social media posts which get your potential clients and customers to take action.

Freeing you up to do what you do best... creating more great products and providing more value to your loyal customers.

And a loyal customer is your **BEST** asset. They'll sing your praises, tell their friends, and give you the best kind of advertising... **FREE**.

Send me an email at Brooks@RembertCompany.com, or leave me a voicemail at 571-294-2474.

Tell me a little bit about yourself, the URL for your website, your vision for your business, and the best way to get back to you.

I'll follow up quickly and we'll get started!

All the best,

Brooks Rembert

## **Frequently Asked Questions**

Whatever your reason for finding me, you'll want to know more about me before you hire me to write for you.

If we were sitting face to face, chatting, you'd ask me a few questions. Let's see if I can answer some of those questions right here.

### **Q: What are your qualifications?**

A: I've trained in and studied direct response copywriting for several years now. I use the market tested and proven methods of persuasive writing which gets results. Results like clicking a link in your email, signing up for your newsletter, or clicking the buy button on your sales page.

I've read and studied all the old masters like Robert Collier, Claude Hopkins, David Ogilvy, Eugene Schwartz, and John Caples.

Additionally, I've read and studied the newer masters like Gary Halbert, Dan Kennedy, John Carlton, Gary Bencivenga, Mike Morgan Ford, and many more.

I continue to learn and study everything I can about direct response marketing and copywriting.

Frankly, I'm a geek about the subject.

I've also taken several courses, including those offered by the American Writers and Artists Incorporated (AWAI).

- Accelerated Program for Six Figure Copywriting - (AWAI)
- The Gary Halbert Method of Copywriting
- The Halbert Method of Editing

I've also included a link to some samples of my writing with this packet.

### **Q: Do you have experience in my field?**

A: I specialize in writing for the diet, health and fitness, personal finance, and self-improvement markets. I'm passionate about these subjects, understand the markets, and speak the languages. I'm passionate about helping people help themselves and the passion comes through in my writing.

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**Q: What kind of assignments do you handle?**

A: I specialize in sales letters, emails, landing pages, articles and blog posts, and Facebook and Google advertising. But if you have a need for other kinds of writing or marketing, let me know. I can most likely help you.

**Q: What does it cost to hire you for a project?**

A: I've included a "Schedule of Estimated Investment" in this package. It outlines a typical investment range for a project.

**Q: How long will it take you to write my copy?**

A: Turn around varies with the size and scope of project. For larger, more complex projects, you'll get my first draft in 2-4 weeks. I'll keep you informed of my progress and make all deadlines.

**Q: What happens if I want you to revise the copy?**

A: Usually one revision gets you the copy you're thrilled with. I'll provide you with a product which meets or exceeds your requirements. You will be delighted with the copy you receive.

**Q: Do you guarantee your copy?**

A: No one can guarantee or predict results. But I'll provide you copy which meets or exceeds your requirements. And you will be delighted with the copy you receive.

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## Getting to Know Me

Copywriting is my metier. Look it up if you don't know the word.

So there I was. That's the beginning to most great stories. But really... there I was.

My National Guard unit had been mobilized for a deployment to the Middle East. Nine months of monotonous duty, day after day.

Wake up, go to work, work out, eat dinner, go to the barracks, watch some Netflix, then go to bed.

Groundhog Day, every day.

I started thinking of some things I could do to keep my mind off missing my family. Lots of Soldiers were starting to play in sports leagues. Then they started dropping like flies --- the injuries were piling up. I'm no Spring Chicken, so I didn't want to run the risk of getting myself hurt.

What else to do? Well, I've always had the entrepreneurial spirit, much to my wife, Buket's, dismay.

Several failed startups, but she has always let me try to shoot for the stars.

I've always known I'm an above-average writer --- I even have a novel under my belt. You can check it out on Amazon... it's called [The Annuitant](#).

You're still here? Well, there's \$2 I won't get.

I've always been fascinated with the art and science of copywriting. To me, it's fascinating this field has been around since practically the beginning of moveable type and it continues to be as effective today as ever.

The mediums have changed, but the concepts are the same.

I decided to give it a go and hung out my shingle. Sales letters, email sequences... anything related to sales copy, I'd do. And do you know what? I surprised even myself and ended up being pretty darn successful.

In my first 30 days, I had over \$500 in orders from people looking for all kinds of copy. I would basically write anything just to get the experience.

But over time, as is natural I think, I gravitated towards a particular niche. Mine was the long-form sales letter, email sales letters, landing pages, and other forms of persuasive writing.

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And in particular, I enjoyed writing about diet, health and fitness, personal finance, and self-improvement.

Those particular topics resonate with me... they are all important and if I can help a company with a great product in those niches help someone else, it makes me feel great, too.

I can't say the rest is history just yet --- but I've exceeded my goals so far and I really enjoy what I'm doing.

Simply put, my writing sells stuff.

My writing style isn't for everyone, but it gets results.

If you need a customer to take action, I'll make it happen.

Trust me, my stuff sells your stuff.



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## What Others Are Saying

Just perfect! He created a piece of excellent sales copy from a basic draft site. Highly recommended!

**mikepn**

I wish I could give this man 6 stars. He's responsive, on point and diligent.

**neversayashy**

Brooks is very talented and very prompt. I recommend his services to any anyone who wants quality work.

**harmony0316**

He was absolutely PHENOMENAL! Top notch communication, delivered so super fast, and was exactly what I needed! I highly recommend him!

**terrabrums**

Working with Brooks was by far the BEST experience I've had in terms of the quality of the final product, communication and professionalism. He is very talented and was able to nail exactly what I was looking for! I am actually amazed at how well he understood the brief. I already have more work lined up for him and I highly recommend him!

**cavoodle**

Wow! It is great to find someone who really understands how to "sell" to the target audience! Excellent work!!

**ravencs**

Completely AWESOME, I am very satisfied. I will be back.

**jaytee8500**

Simply perfect, exactly what I had in my head you were able to express in on paper and I want to say thank you and I will be back with more orders. Great Job.

**bholland**

Brooks is an excellent writer. I am beyond thrilled I found him!

**randisherman**

Excellent copy! Fast and very communicative. Highly recommended. I've just ordered again!

**einatb**

Fast service just as described. Highly recommend and I will use again and again!

**socialjeanie**

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## **Clients and Experience**

### **DataRails**

DataRails is a unique technology solution which tracks, controls, and manages spreadsheets at the enterprise and business level.

### **Aerobotika**

Aerobotika is a professional services organization with one purpose: enabling business through unmanned aviation.

### **Financially Sassy Women**

FSW is on a mission to empower women to take control of their lives by confidently and self-sufficiently managing their finances.

### **On Time Signs**

On Time Signs offers a wide array of design, signage and marketing services to grow your business.

### **Cinemaparadiso**

Online DVD and Blu-ray rental company

### **Junior Basketball Academy**

JBA delivers the highest level of personalised coaching and mentoring through age appropriate drills and games through school holiday camps and weekly coaching sessions

### **Bucket of Tacos**

An online retailer of taco inspired apparel and gifts.

### **Fit Nation**

High quality, innovative fitness products

### **Digital Marketing Genie**

Helping entrepreneurs successfully navigate the world of online marketing.

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## How I Write

### Contact and Communication

My preferred method of contact is email – at Brooks@BrooksRembert.com

You can email me at any time and I will return your email within 24 hours. When we are actively in a project, I'll return your email within a couple of hours.

You can also leave a voicemail at 571-294-2474 Again, I'll reply within 24 hours. Please be sure to leave **detailed** contact information and the best time to call you back.

I'm generally available for phone calls from 9 AM to 4 PM Eastern Time, Monday through Friday. Phone calls or meetings outside that time can be scheduled.

### Project Discussion

To get started on a potential project I'll send you a Discovery Questionnaire. This will help us clearly define the scope of the project and ensure the best results.

I'll send you the questionnaire via email attachment as a Word document. Please return it to me as soon as possible.

After I receive the Discovery Questionnaire, I'll review it and study your answers. I'll also do any applicable preliminary research needed. From there, I'll outline a short Project Roadmap with how I see the project going and send it to you for your review.

This will save you time and ensure I understand your requirements. It will also serve as the basis for our Launch Call.

Within 7-10 days after I receive the Discovery Questionnaire, we'll schedule a 15 minute Launch Call. During this call, we'll discuss the Project Roadmap.

We'll also discuss any additional directions and insights you might have for the project.

After the Launch Call, I'll draft and send you a PayPal Invoice.

### Investment and Getting Started

The invoice will contain the specifics on what I'll deliver, including project deadlines.

It will also list your investment for the project and terms of payment.

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Please note I require 100% of the project total up front if the total is less than \$1,000.

## Research

My research process is very comprehensive. I'll start with a complete review of your website and any other materials you send me. Please include a press kit if you have one.

I'll research your market --- including your competitors.

I may ask to talk with your customer service team, past clients or customers, or various department heads.

I'll reach out to you as needed for any additional details, product samples, and other resources.

You can be confident I'll quickly and effectively understand your product, your voice, and your customer's core emotions.

## Collaboration

Ongoing communication while working on your project is critical. Some people prefer daily updates, while others prefer minimal communication between initial consult and first draft.

Let me know what your preferred frequency and method is for updates and progress reports. For example, a daily email, a weekly phone call, or some other combination.

If you have a large team I'm working with, please assign to me a single point of contact. I'll communicate with that person directly and they'll deal with other team members as required to get information or approvals.

## Review of First Drafts

Depending on the size and scope of the project, you'll get the first draft in 10-20 business days (2-4 weeks).

Please review the first draft carefully. Have all applicable team members review it. It's important we make sure the message, tone, and offer are right. We can fine tune during the second and third draft, if required.

## Revisions

After you review the first draft, you may want some revisions. You can use the Track Changes feature in Word, or put them in the email body, or in a separate document.

I'll review your changes within 24 hours of receiving them and make the adjustments within 2-5 business days, depending on the extent and complexity of your changes.

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I recognize this is your market and these are your customers. However, if I feel a change may hurt the profit potential, I will let you know. I may suggest a simple A/B split test to let the market vote.

Ultimately, you're the one making the investment and I want you to be happy with the product I deliver.

## **Additional Reviews**

There may be additional fine-tuning required after the first round of changes. I'll work with you until you're delighted with the copy. One round of revisions is usually enough. If further revisions are required, they are dealt with quickly. We can get to a final copy within 1-3 business days.

## **Final Approval**

After all the revisions are done, I'll submit a final draft to you. You approve the copy by sending me an email stating everything is ready for distribution.

When I receive the final approval, I'll invoice you for the remaining 50% of the project investment, if applicable.

This invoice is due on receipt. I'll make every effort to be prompt in responding to your requests, and I'll assume you'll do the same as a professional courtesy.

After the final copy has been sent to the designer for any final formatting, I ask you send me a PDF of the final version.

I'll proof the copy and double check any graphical elements added by your design team enhance the copy and make it more effective.

If I see something I feel may distract from the message and hurt response rates, I'll be direct in letting you know.

I'm happy to work with your design team to make the final version as effective as possible.

## **Follow-up and Transition to New Projects**

After the project is done, I provide all my clients a complimentary follow-up consultation. We'll spend a few minutes discussing what went well and where any improvements could be made.

We'll review the Discovery Questionnaire and discuss additional ways to uncover new profits.

Where appropriate, we'll map out a new project to ensure you continue to have the best copy which meets your goals and grows your business.

## **Services I Offer**

### **Sales Letters / Sales Pages**

- Copy which sells your products or services

### **Articles**

- Post these on other sites to build authority and drive traffic back to your site

### **Blog posts**

- Post these on your site to build authority and attract a loyal following

### **Emails, long and short copy**

- Depending on your audience, short copy emails can be very effective at getting click-throughs and driving sales
- Long copy emails which offer valuable content can help build lasting relationships, as well as get the coveted clicks

### **Autoresponder series of emails**

- Tailored to suit the specific list segment you're targeting
  - New prospects
  - New customers
  - Customers
  - Former customers

### **Newsletters**

- Longer copy which can be in the body of an email or sent as an attachment

### **Landing pages**

- Can be your home page or a standalone page designed to get new leads or get a click-through to a sales page

### **Website copy**

- Home pages, about pages, contact us, products, services
  - All of these can be written to elicit response and grow your business

### **Online Marketing**

- Facebook and Google ads
  - These are used to drive traffic to your website and begin the sales funnel process.

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**Schedule of Estimated Investment**

| <b>Service Description</b>                   | <b>Estimated Investment</b> |
|--|-----------------------------|
| Articles or blog posts (depending on length) | \$50-\$250                  |
| Emails, short copy                           | \$50-\$150                  |
| Emails, long copy                            | \$100-\$500                 |
| Emails, autoresponder series                 | \$50-\$100 per email        |
| Landing Pages                                | \$150-\$500                 |
| Sales Letters                                | \$250+                      |
| Other types of copywriting                   | Please enquire              |
| Online Marketing                             | Please enquire              |

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## **Writing Samples**

For samples of my writing, please visit [www.BrooksRembert.com/samples](http://www.BrooksRembert.com/samples)

There, you will find sales letters, email sequences, landing page copy, and articles and blog posts

If you ever have any questions, please email me at [Brooks@BrooksRembert.com](mailto:Brooks@BrooksRembert.com)