

**Matthew Ralph**  
—  
**Copywriting Portfolio**

**[www.mattralphthewriter.com/freelance](http://www.mattralphthewriter.com/freelance)**

# **CLICKABLE TABLE OF CONTENTS**

<b>A. COPYWRITING FOR A WEBSITE</b>	<b>3</b>
<b>B. COPYWRITING FOR A WEBSITE</b>	<b>7</b>
<b>C. COPYWRITING FOR SALES EMAIL</b>	<b>10</b>
<b>D. COPYWRITING FOR A VOICE-OVER TEXT</b>	<b>12</b>
<b>E. COPYWRITING FOR FACEBOOK ADS</b>	<b>13</b>

## A. Copywriting for a website

### Project Background

A UK-based video game studio wanted a refresh of the copy on its website. The website is mainly used to promote the studio, its products, and services, but also attract talent for the purposes of recruitment.

I was brought in to rewrite the copy for the entire website and convey the studio's relaxed and inclusive style throughout the whole site. The main aim of the project was to drive traffic to the recruitment section of the website and present the benefits of working for the company.

The company name and any identifying features have been redacted for confidentiality.

---

### We make

#### [Company name redacted]

Here at [company name redacted], we like to think of ourselves as a 'tribe' of like-minded gaming experts and digital enthusiasts. Our shared wealth of experience, innovation and pure passion drives us towards our goal of creating the most innovative games possible.

### Who we are

[Company name redacted], is an all-inclusive, diverse and supportive game studio, born out of our love for nature and the evolution of humankind. We want to pay homage to [redacted], and this approach shapes everything we do as game developers - hence the name '[company name redacted]'. We are in the business of making unique and compelling video games that stand out from the crowd.

Our journey started over 10 years ago when we were just a small group of teenage 'modders', with big hearts and even bigger dreams. We turned those dreams into reality with the release of our first game, which was a smash hit and was even featured in *PC Gamer* magazine. We've come a long way since the digital 'stone age' of the naughties and we're now a fully-fledged studio, producing some of the most cutting-edge and innovative games on the market.

From our cosy studio here in beautiful [redacted], our close-knit team beavers away to pour all of our energy, talent and experience into creating ideas that spark the imagination and tantalise the senses. We straddle that line of grand vision and executing the details to create something of true beauty; we think of it as 'building our cathedral'.

Who wants to just rehash what has already been done? Not us. Innovation is the name of our game, and always will be.

## Careers at [company name redacted]

Like what you see and want to join our 'tribe'? We're always on the lookout for exceptional talent to add to our brilliantly diverse family of creatives. If that's you, we'd love to hear from you! Check out our current job openings below.

If nothing quite fits you and your skills, feel free to send us an email about speculative applications to: [email address redacted]. We hire throughout the year and who knows - you might be the perfect fit for us, and we just don't know it yet!

## Careers

Are you looking for your next move? Why not have a browse, a butcher's, a gander or a nosey at our current job opportunities? Chance your arm and you could become our next team member!

## Our latest jobs

[Insert job]

## Our culture

People are at the core of everything we do, and we're deeply committed to creating an open, diverse and fun work environment. This allows us to create free-flowing collaboration and indie design sensibilities with AAA-scale ambition, to build unforgettable and highly polished gameplay experiences.

## Our location

[Location redacted] is a vibrant, multi-cultural and diverse city, located on the beautiful south coast of the England It's a well-known 'hot spot' for creative professionals and what's more, it's only a short hop by train to [redacted]. So, you can have the best of both worlds: the beauty of seaside splendour and big city amenities within arm's reach.

## Benefits

Regular team and company events 🍷

A hybrid 'Work From Home' or 'Work From Office' setup as standard 🏠

A genuinely fun and relaxed work environment 🎉

Unlimited fresh air and wellness breaks ☀️

One hour a week exercise and wellness pass 🌱

Free gym membership or gym subsidy 🏊

Private medical and dental healthcare 🦷❤️

Annual salary reviews 💰

Cycle to work scheme 🚲

Travel loan 🚆

Free online tuition courses 🎓

Dog-friendly office 🐕

## **Job post template**

[Job title]

Come join our tribe and become a fellow '[redacted]' of the gaming world!

[Company name redacted] is looking for a talented [job title] to join our ever-expanding team of creative gaming experts. This role would be ideal for anyone with experience in [relevant skills/industry].

### **About the company**

[Company name redacted] is an all-inclusive, diverse and supportive game studio, born out of our love for nature and the evolution of humankind. We are in the business of making unique and compelling video games that stand out from the crowd.

Many game development studios just focus on the bottom line, driven by profit margins and greedy fat cats – but not us!

We are a close-knit and friendly group of creatives that truly care about our employees. We think of ourselves as a family or 'tribe'. Staff development is the most important thing to us, which is why we offer incredible benefits, as well as a fun and engaging place to work. We live by the idea that the best results come about when everyone is happy and feels part of the process.

From our cosy office in [redacted], we offer the vibrancy of a fun and diverse 'big city' workplace, combined with the comfort and relaxed rhythms of the seaside. You'll get the best of both worlds here!

### **The role**

This is a brand new and exciting opportunity for a [job title] to join the [team]. You'll help in the development of our latest games, with a real chance to 'sink your teeth' into some exciting and groundbreaking projects. Your work will have tangible results right from the get-go and you'll revel in the sense of achievement you get from watching your hard work pay off.

[Insert some specific text about the job role and which departments the role will be involved in].

### **Responsibilities**

- [Insert some specific responsibilities for the role]
- Think 'outside the box' and come up with innovative ideas to help propel the company forward

- Work with internal stakeholders across multiple departments to make sure projects are completed in a timely and efficient manner
- Be a brand ambassador for [company name redacted] and personify our core values and beliefs in everything you do
- Travel to external meetings, events and trade shows as needed
- Maintain and grow our network of partners across the industry while working with all of our third-party suppliers/providers

## Requirements

- [Insert specific requirements and qualifications]
- Experience working with [name of system or type of project]
- A passion for games and a good knowledge of the latest industry trends
- An eye for detail and a genuine love for your craft
- Excellent teamworking skills and a willingness to integrate into our 'tribe'
- Be fun and open-minded in everything you do

## Benefits

- Regular team and company events 🍷
- A hybrid 'Work From Home' or 'Work From Office' setup as standard ⚖️
- A genuinely fun and relaxed work environment 🥕
- Unlimited fresh air and wellness breaks ☀️
- One hour a week exercise and wellness pass 🌱
- Free gym membership or gym subsidy 🏃
- Private medical and dental healthcare 🦷❤️
- Annual salary reviews 💰
- Cycle to work scheme 🚲
- Travel loan 🚗
- Free online tuition courses 🎓
- Dog-friendly office 🐕

If you like what you see and think this is the role for you, hit the 'Apply Now' button below and let's talk!

Even if you're not an exact fit for the role, we'd still love to hear from you. We're always on the lookout for talented people to join our ever-expanding team and there may be another role that's perfect for you.

So, chance your arm and apply now! 🙏

[Apply button]

## B. Copywriting for a website

### Project background

A cleaning products supply company needed an English version of its website. The company provides kits that allow customers to create their own eco-friendly and non-toxic cleaning products at home.

I was brought in to write the copy for the website, based on an amateur translation of the original website. The translation sounded stilted and lacked character in English, so my task was to make the copy not only sound native in English, but also add character and flair to really 'sell' the products.

The company name and any identifying features have been redacted for confidentiality.

---

### HOMEPAGE

#### A whole new approach to cleaning

Create your own 100% natural 🌱 home cleaning products with [company name redacted].

Ready-to-use sets - 100% natural - 8 recipes - Eco-friendly

Make the switch today to 100% natural home cleaning products.

No more harsh or unpronounceable chemicals! Break up with single-use plastics.

#### The best things come in small packages

Learn to make your own eco-friendly cleaning products at home, the easy and fun way. We give you all the components, you just need to do the fun part of mixing them together! Mother Nature will thank you!

- No plastics
- No harsh chemicals
- No animal testing
- 100% natural
- Eco-friendly
- Vegan

Make it your own

It's all about you for a change. Make only the products you want.

A great starter box to make your own natural cleaning products:

- 10+ ingredients to get started
- All-purpose cleaner for a variety of uses
- Replaces 8 separate products for 1+ month
- A complete step-by-step recipe book

## **DISCOVER**

Discover [company name redacted]

Make your own natural home cleaning products.

Make it your own, make it natural

Become a cleaning products 'mixologist'. Start creating your own 100% natural home cleaning supplies - perfect for everyday cleaning.

An incredible and eco-friendly all-purpose cleaner. Ideal for:

- Laundry
- Dishwashing
- Bathroom
- Daily cleaning
- Floors

Short recipes, giant differences

We make it easy for you to make a huge environmental difference with your daily cleaning products. Break up with single-use plastics!

- No plastics
- No chemicals
- No animal testing
- 100% natural
- Eco-friendly
- Vegan

Get your [company name redacted] and start making your own home cleaning products for a better tomorrow.

## **FOOTER**

[Company name redacted]



[Company name redacted] is a ready-made set to create your own 100% natural home cleaning products. With just 1 box, you can replace 8 of your daily products, eliminate single-use plastic and save yourself and the planet in the process.

Join the cleaning revolution!

## C. Copywriting for sales email

### Project Background

A leading UK tradespeople platform needed copy for a follow-up sales email, which was sent to “warm prospects” who had previously expressed interest in the platform, with the aim to get them to sign up. The email recipients were a mix of independent tradespeople based throughout the UK.

The platform, which has thousands of monthly users, connects homeowners to reputable and vetted tradespeople, to complete tasks and repairs around the home.

I was brought in to write the copy for the email, which needed to persuade the tradespeople to sign up for the service and clearly explain the benefits of the platform. The platform also wanted to promote the free trial offer that was running, with a view to onboard more tradespeople to meet the rising demand of customers during lockdown.

The company name and any identifying features have been redacted for confidentiality.

---

Hi [insert name],

Thank you for getting back to me, and I'd love to give you a bit more information about us.

As I mentioned in my previous email, [company name redacted] is a market-leading online platform that connects homeowners to professional tradespeople. We make it easy for tradespeople to find homeowners who are looking for their skills, and our service is an easy and safe way to get paid for your work.

We already have a growing list of professional and trusted [insert trades] specialists, like yourselves, in the [insert city] area and I would love to offer you the chance to come on board with us. We've helped a lot of companies, like yours, find a massive pool of new customers, which is especially vital during these uncertain times of COVID-19.

### How it works

[Company name redacted] allows tradespeople, like yourself, to easily find new homeowners without hassle – we do all the work for you! All you have to do is:

- Create an account
- Pick a job you want
- Send a quote
- Complete the job and get paid
- Leave feedback

## **Why choose us?**

Our platform offers you a potential of 15,000+ jobs in your area alone, and we cover all the marketing costs to help get your business found by the right customers.

## **Pricing**

- 30-day risk-free free trial to test out our service.
- Monthly plans which range from £10-20.
- Our pay-as-you-go option is a great budget option at just £3 per lead.

Having looked at [insert company name], I think you'd be a great fit on [company name redacted], as we already have lots of job posts on our site which you would be perfect for.

## **Sign up for a free trial**

I'd love to help you sign up for a free no-obligation trial, so you can see how much this is going to help increase your sales. By the way, when I say no-obligation, I really mean it. You can cancel at any time, so you don't have anything to lose, but potentially have a lot to gain!

You can sign up here: [company website link redacted]

If you have any more questions, I'd be delighted to jump on a quick call with you to run through the details.

Thanks for your time and I look forward to setting you up with a free trial soon.

Kind regards,

[Name of sender].

## D. Copywriting for a voice-over text

### Project background

A digital marketing agency needed a voice-over script for an explainer video to promote the agency and win new clients.

I was tasked with writing the script, which needed to convey all the important benefits and unique selling points of the agency.

The script needed to be short, concise and get across all the important information in a short period of time, while still engaging and educating the viewer.

The company name and any identifying features have been redacted for confidentiality.

---

We all know that digital marketing is important, but it's also a total minefield. With an endless array of technical terms and new technologies, it can be difficult to keep your head above water.

As a traditional marketer, you might feel overwhelmed when transitioning to digital marketing. One way to lighten the pressures of your job is to hire a no-nonsense digital marketing agency, like [company name redacted].

We are a fully transparent and human-centric business. We cut through all of the usual buzz words and jargon and tell you what's going on in plain and simple language.

Digital marketing agencies understand how to drive traffic to your business, without bogging you down with the details.

By hiring us, you're free to focus other parts of your business. We can get you [number redacted] clicks per month, to drive quality and engaged traffic to your site.

All of our plans include a tailor-made roadmap to success, weekly reports, full website SEO optimization, and a whole lot more.

Get in touch with us today for a straight-forward and practical consultation.

Visit [insert website] and let's grow your business together!

## E. Copywriting for Facebook Ads

### Project Background

An independent customer relationship manager (CRM) software provider wanted to run a series of Facebook adverts to promote its new service.

I was hired to write the copy for the Facebook ads, which were designed to drive traffic to the company's website and encourage users to sign up for a trial. I provided several different options for the ads, with various headlines and descriptions, each focusing on a different benefit.

Due to the word limit of Facebook ads, the text was written to be short and impactful, as well as to deliver a slightly different message in as few words as possible. Each advert was trialled in an A/B testing marketing campaign to see which combination would yield the best results.

The company name and any identifying features have been redacted for confidentiality.

---

#### Option 1

##### **Description:**

Need an effective all-in-one CRM system that's super easy to use? Try [company name redacted]!

##### **Headline:**

The All-In-One CRM System

#### Option 2

##### **Description:**

Forget traditional customer management: fully integrate your data with just one CRM system

##### **Headline:**

A CRM System For Everyone

#### Option 3

##### **Description:**

Follow up with your customers in just one click and watch the sales roll in with our CRM!

**Headline:**

The Super Simple CRM

Option 4

**Description:**

The ultimate CRM solution is here. Everything you need for customer comms under one roof!

**Headline:**

[Company name redacted] Has Landed

Option 5

**Description:**

Filling your pipeline has never been easier. Customer follow-up is just a few clicks away!

**Headline:**

Your One-Stop-Shop CRM

Option 6

**Description:**

Need customer follow-up, 2-way texting/email + pipeline management? We've got you covered!

**Headline:**

CRM Made Easy

**Matthew Ralph**  
—  
**Copywriting Portfolio**

[www.mattralphthewriter.com/freelance](http://www.mattralphthewriter.com/freelance)