



**HEADSTART**  
COPYWRITING



## REPORTS OF A REBIRTH

2017 was a transformational year for HeadStart. The company, incorporated in 2012, rebranded to focus on its core strength: **content creation**.

Reborn as HeadStart Copywriting, we specialize in copywriting and content marketing for corporate audiences. Clients can now enjoy an unlimited subscription model and seamless delivery, so copy comes when you need it most. Your job is easier and you get two precious

commodities back: time and trust. Time to put your energies where you want them and trust that we're moving your business forward — and with our help, you can get 10X the content you need for projects without budging that bottom line. If you need to increase or sharpen customer

awareness on a specific product — or, if you need to start building an audience as a thought leader, we can guide you through the process to get you to the top. To get started, visit [headstartcopywriting.com](http://headstartcopywriting.com).

## FOUNDER'S MESSAGE

Bottom line: we want to help you succeed in your content marketing efforts. We know how challenging it can be to move projects forward and implement all of your ideas — without any extra support. Our vision has always been to make writing effortless and impactful for teams and thought leaders. We can also help you develop your tone of voice, build strategic “cornerstone content” to stay top-of-mind, with unlimited copywriting and editing monthly.

From everyone at HeadStart, we look forward to working with you!

**Susan Varty**  
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## TO THE EDITOR,

*My favourite thing about working with HeadStart is, without a doubt, the **customer experience**. From ideation to execution, they consistently deliver above and beyond my expectations with creative solutions. We are better at communicating because of HeadStart.*

—Mr. N.S., Global Payments

## SOME OF OUR CLIENTS

*We work with global corporations in payment processing, financial and professional services, cybersecurity and technology.*

Please contact [susan.varty@headstartcopywriting.com](mailto:susan.varty@headstartcopywriting.com) for client names and current samples.

# BREAKING NEWS!

## UNLIMITED COPYWRITING? IT'S FINALLY HERE!

# 10X

**MORE COPY**

WITHOUT INCREASING YOUR BUDGET

HeadStart offers unlimited writing and/or editing on a monthly basis. All short-form copy under 800 words per piece is included, and we have monthly and annual plans to ensure you get the full, long-term benefits of your content marketing efforts.

Build long-term commitment among your clients with consistent and effective content that you can publish on a regular basis. Receive unlimited tag lines, copy snippets, product descriptions, blog posts, and articles for email newsletters, case studies, bios, website copy, and more! If you only need editing on a regular basis, we can do that too.

Need whitepapers or customized items? We can include research and longer pieces on a monthly basis as well. Please ask us for a quote. For more information about "Copy-as-a-Service", please visit [headstartcopywriting.com/services/copy-as-a-service](http://headstartcopywriting.com/services/copy-as-a-service).

## tone OF VOICE TRAGEDY

Too many companies are ignoring their "tone of voice" for target audiences. Every product and service caters to different people in different situations and from all walks of life.

*What kind of tone have you developed as a team to attract the right audience, and how consistent is your messaging?*

HeadStart offers a facilitated tone of voice session with your team. We lead it, set the agenda with your input, and then create a short document your team can use for upcoming projects.

Companies that invest the time in a "tone of voice" session from the beginning reap the rewards of clarity and efficiency! For more information, visit [headstartcopywriting.com/services/tone-of-voice](http://headstartcopywriting.com/services/tone-of-voice).

## CONTENT AND RESEARCH GET BACK TOGETHER

*These days, information is everywhere. Content is everywhere! We are bombarded with information that would have been unheard of a generation ago. But how do we make sense of it all? How do we know which information is most relevant to our needs? The temptation to "just Google it" is strong, but is that enough? It's time for research and content to come together again to keep people coming back to you.*

Unfortunately, the ease of getting information from search engines has led to a diminished understanding of how to search for different types of information. It has also affected our ability to think critically about the information that we find, and to assess its value and trustworthiness. It is only with proper research, from a variety of

credible sources, that we can make sense of the vast array of information available to us, and use it to generate meaningful content that cuts through the noise and chatter that is so prevalent in our lives today. Useful content that gets attention is driven by research. Critical market analysis can determine a company's course and help

grow their business strategically. Knowledge of competitors — their strengths *and* weaknesses — can be used in every sector. Information gathered through research, and used to generate actionable content, is perhaps the most valuable currency in business today.

### ANNUAL GROWTH OF SOCIAL MEDIA USERS

JAN 2018



YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA vs. 2017  
SOURCES: HOOTSUITE & WE ARE SOCIAL

## TEAM SKEPTICS WON OVER BY HEADSTART

Writers are detail-oriented and we're meticulous about words. Our strength and our success stems from our team and our individual skill-sets. But we are writers first; writers with a wide range of industry experience. Versatile and considerate, our team of Partners is ready to work on any of your projects.

### OUR VALUES

**Client service excellence. Kindness with collaboration. Growth with flexibility.**

We also have an extended writers' network that includes **public relations, graphic designers** and **video partners** who have been with HeadStart from the beginning. They bring your content to life. So, whatever you need, we have the network to make it happen.

### MEET OUR HEADSTART PARTNERS

Susan, Amanda, Patrick and Haris! With backgrounds in professional services, financial services, technology, industry research and academia, our team has years of experience creating different forms of content for hundreds of projects. We look forward to working on what is top-of-mind for you! Read our bios at [headstartcopywriting.com/our-team](http://headstartcopywriting.com/our-team).