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creative

ABOUT

CONTENT STRATEGY

WRITING SERVICES

AI SERVICES

EXAMPLES

BLOG

LET'S TALK

CONTENT STRATEGY + COPYWRITING

GET WORDS WITH RESULTS

Take 2. It's time to create better content.

GET BETTER CONTENT



But first, let's ask some tough questions.

Is your website or email strategy a little underwhelming? Do you believe in the power of content marketing, but are you short on writing resources? Are you struggling to get leads online? If you answered yes to any of these questions...

IT'S TIME TO PULL IN A PROFESSIONAL. ↓



LET ME HELP OUT.

Hi there, I'm Emily. I've been a content strategist, copywriter, editor, and blogger for 20 years (who's counting?). I spend my days wearing slippers and writing everything from website content to emails to video scripts to sales brochures.



A professional writer makes a big difference.

AFTER ALL, WE'VE SPENT YEARS CRAFTING OUR TRADE.

When you borrow AI-generated content, you may get:

- ✗ Lower quality writing, riddled with mistakes.
- ✗ Dull writing that sounds like everyone else.
- ✗ Copy that isn't search engine optimized.
- ✗ Content that's copied from elsewhere.

When you hire a professional writer, you'll get:

- ✓ High quality writing that's fact-checked and sourced.
- ✓ Content that *stands out from competitors*.
- ✓ Copy that's prioritized by Google.
- ✓ Unique content, without legal woes.

PS - I do want to say that I'm an AI enthusiast, but I'm also realistic. Freelance writers know their stuff. AI can help us get deeper into a topic, look at it differently, and come up with new ideas. But it's just not a replacement for on-brand, unique, and fully accurate content (at least not yet). There's a future blog post coming on this soon!

Thinking of tackling writing yourself? Consider this.

When you try to write content on your own, you'll:

- ✗ Waste too much time writing and editing.
- ✗ Realize you're "too close" to the topic.
- ✗ Get frustrated preparing copy so it's design-ready.

When you hire a professional writer, you'll get:

- ✓ Exciting, on-brand copy - and fast.
- ✓ Content that's clear and converts customers.
- ✓ Organized writing that's ready for design.

Plus, let's get real. You have more important things to do! Just pass it to a writer. You'll be thankful.

PASS IT TO A WRITER

Fantastic brands and agencies
trust me with their content.



Clients have gone bananas for my work.

Here's what they have to say.

"A refreshing change in the marketing world. I've found working with Emily to be a refreshing change in the marketing world. She asks the right questions and writes in a way that buyers understand rather than industry jargon. The complete professional!"

— **Dan Keldsen, Director of Business innovation, HSA Insurance**

"Gifted with natural writing talent. One of Emily's biggest strengths is her skilled and impassioned writing. Though her communications background helped her to master the rote techniques of writing, it's obvious to me that Emily is also gifted with natural writing talent."

— **Corissa Runde, Creative & Editorial Manager, UW Health**

"Detail-oriented, style-conscious & creative. Emily will take a task and run with it. She takes the initiative to solve problems on her own, and always delivers quality web copy. She is detail-oriented, style-conscious, and creative to boot – the perfect combination!"

— **Kate Gilbert, Web Services Coordinator, Boston Medical Center**

"Leading to multiple marketing award wins. She helped us articulate 'what it does best,' and she did it across hundreds of web pages, leading us to multiple marketing award wins."

— **Shaun Gross, Director of Interactive Marketing, Massachusetts General Hospital**

"Emily is organized, creative, and high-energy. She takes initiative, produces high quality work, and was a true pleasure to work with."

— **George Hastie, Director of Community Organization and Development, JRI Health**

"Emily is a content godsend. She has that rare quality of being able to deliver high-quality content at lightning-fast speeds, which has been a real asset for our company as we scale up content to meet our growing demand goals."

— **Mariah Bliss, Senior Manager of Digital Content, Simply Business**



Ready to get better copy?

LET'S DO THIS

Get marketing & copywriting tips

Sign up to get the latest marketing and copywriting tips.

SIGN UP

Don't worry. I'll send infrequent (and always helpful) updates.



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