

0. READ FIRST - Executive Summary

Hello,

In this folder you'll find a series of copywriting samples for *Scandinave Spa Blue Mountain*; including a promotional advertisement, landing page, email marketing sample and a sales page. *Scandinave Spa Blue Mountain* is a top thermal destination spa in Canada offering traditional Nordic spa amenities in a natural forest setting.

I was not contracted to write these assets. I wrote them as sample portfolio pieces during my enrollment in the Copy Posse Launch Files, a self-study program taught by expert copywriter, *Alex Cattoni*. The Launch Files is an in-depth online training program designed to help passionate copywriters strengthen their skills, build a portfolio, and help businesses, such as yours, make a bigger impact through messaging.

During the program, I learned the high-converting and engaging copywriting principles and techniques that are working today and applied these concepts by writing a complete and cohesive sales funnel for *Scandinave Spa Blue Mountain*.

I chose to write about *Scandinave Spa Blue Mountain* as it represents a niche and mission that I am passionate about — health and wellness businesses committed to offering exceptional services to their clients!

I hope you'll find that the accompanying copy assets showcase my ability, passion and dedication. Please let me know if you have any questions.

Thanks,

Helen Mekonnen