

Sales Copy:

Various styles of sales copy I've written for a couple different clients over the last two years.



This is my husband's webcomic studio, and these scripts were written to be included at the end of certain episodes.

Patreon promotion:

Welcome to the Valley Of Bones comic, presented by DinoMite comics!

If you love this comic as much as we think you will, and you're interested in owning a physical copy, you are in luck!

We, at DinoMite comics, are offering a special deal through the month of October. If you sign up at the \$5 tier on our Patreon, we will mail you a copy!

There are other fun rewards included, like access to our Patreon posts, your name printed in the credits and a personalized postcard from Gabriel, the creator. He's pretty awesome, trust me!

See you next week!

Product promotion:

Hey guys, it's me again! I'm here to share some more really great news!

If you love comics, and are enjoying the story, there is more adventure and intrigue where that came from!

Check out our other story, The Forgotten, a free-to-read webcomic on our website:
www.DinoMitecomics.com

Hope to see you there!

Patreon + product promotion:

Valley Of Bones will finish on Halloween!!!

Come back Thursday to read the rest of the story! There will be multiple posts throughout the day, so be sure to check back often!

Don't forget you can get a physical copy of the comic by signing up on our Patreon at the \$5 tier before November 4th! This includes shipping!!! So, with as little as \$5, you get a copy of the comic (with your name in the credits) mailed to you!

There's also other tiers with more awesome rewards like: original art (my hand-drawn and inked comic pages), personalized sketches, and full-color prints featuring art from the comic.

For more information, check out our Patreon page!

<https://www.patreon.com/dinomitecomics>

Thanks so much for reading! We really appreciate you guys!

I can't wait for Halloween - see you then!



Ideashoot Matching Solutions

This is a recruiting company I partnered with in 2018 that specialized in tech recruiting for startup companies. I wrote these scripts to be used in emails, messages, and/or social media posts to promote the business and ultimately gain more clients (tech startups who are looking for new talent). I wrote varying lengths to give them options to choose from.

Option 1:

Happy New Year!

In 2018 Ideashoot is ready to take a big step to help you reach your staffing goals this year.

Sometimes it's scary to embrace change, and we want to make it as easy as possible for you to make the changes you need in order to grow your team with the right people.

In an industry that calls for a contingency fee of 20% with slow turnarounds on vacancies, and poorly-qualified candidate submissions, we'd like to offer you a flat 10% fee and a guaranteed turnaround of 2 weeks or less between receiving a job requisition and providing your first three qualified and interested candidates for review. We commit to working with you to close the role with your ideal hire within 28 days.

I know what you're thinking, "It sounds too good to be true! What's the catch?" The catch is we are tired of being lumped in with an industry that has gained a bad name for itself with poor practices. As a startup, we want the chance to prove to our clients that we are serious about our work and can fulfill the promises we make. Since our contract includes guarantees and we only bill you if a position is filled by a candidate that you approve of, there is absolutely no risk to you for giving us that chance.

If you'd be open to discussing how Ideashoot can help your company to find the perfect candidate for your next crucial opening at half the cost, I would love to set up a chat. Thanks so much for your time.

All the best,

Option 2 (shorter):

Happy New Year!

I hope your business prospers and grows in 2018. At Ideashoot, we are dedicated to helping that happen.

In an industry that calls for a standard fee of 20% but doesn't always deliver on it's promises, we understand the hesitation. We'd like to help you overcome it by offering you a flat 10% fee and a guarantee of 2 weeks or less on receiving from us your first three qualified and interested candidates for review.

I know what you're thinking, "It sounds too good to be true! What's the catch?" The catch is we are tired of being lumped in with an industry that has gained a bad name for itself with poor practices. As a startup, we want the chance to prove to our clients that we deliver.

Since our contract includes these guarantees and we only bill you if a position is filled, there is absolutely no risk to you for giving us that chance.

If you're interested in finding out more, I would love to set up a chat.

Thanks so much for your time.

All the best,

Option 3 Prior contact/not interested:

Happy New Year, Stephen!

I know you said back in November that you weren't currently growing your team, I wanted to follow up to let you know about a new structure we are implementing at my company, Ideashoot, which may benefit you should you decide to grow your team this year.

As a startup, we are looking for the chance to prove that we deliver, in spite of the bad reputation of our industry. In order to eliminate the hesitation and risk associated with giving us that chance, we are able to offer our clients a lower cost with better guarantees. We are slicing the industry standard 20% fee in half, and offering a flat rate 10% fee with a 2 week guarantee on the first three qualified and interested candidates for any job requisition. We also commit to working with you to close the role with your ideal hire within 28 days.

Since our contract includes these guarantees, and we are only paid if the role is successfully filled, there is absolutely no risk to you to partner with us.

If you are interested in learning more, just let me know. Thank you so much for your time.

All the best,

Sales script for private LinkedIn messages or personal emails, targeting potential recruits:

1. Thanks for connecting! I don't want to make any assumptions that you are entertaining new career opportunities at this time, but I am working with an awesome company in Austin that is seeking bright product developers that I thought you might want to hear about. Their growth has doubled every year since their inception because they are truly disrupting the legal tech market with amazing software that has been a real game-changer.

We are looking for talented product designers who possess strong discovery, information architecture, and visual design skills while having prior experience working with software product managers to deliver commercial software product, are adept with Sketch, Studio Photoshop, Illustrator, or similar tools and have some experience prototyping motion using Principle, Flinto, After Effects, or similar tools.

The design team will work on the design system and visual search language, streamline a document review process for different data types, synthesize and simplify complex workflows, and work on features backed by AI and other advanced algorithms.

They offer great comp and benefit packages and offer an amazing culture that caters to the person who just wants to get great work done. If you'd like to explore this opportunity together, I'd love to have a quick chat next week. Let me know!

Thanks,

2. Hi [Name],

Without making any assumptions about whether or not you are currently considering a career move, I noticed your product design experience and was very impressed! I have a client that is a high-growth tech startup looking to add an especially bright and creative designer to their Austin team.

We are finding talented product designers who possess strong discovery, information architecture, and visual design skills while having prior experience working with software product managers to deliver commercial software product. Proficiency with Photoshop (or similar tools) and having some experience prototyping motion using After Effects (or similar tools) is also something we look for.

The design team works on the design system and visual search language, streamlining a document review process for different data types, synthesizing and simplifying complex workflows, and features backed by AI and other advanced algorithms.

They offer great comp and benefit packages and an amazing culture that caters to the person who just wants to get great work done. Would love to connect and tell you more, and to learn more about what interests you.

Are you available to connect this week? If so, let me know how best to reach you

Thanks!

3. Hi {Name},

Thanks for connecting! I'm impressed with your experience and your portfolio. I am working with a high-growth startup that is disrupting the legal tech market with their game changing software. They are actually looking to add an especially bright and creative Product designer to their Austin team.

This position would ...

1. Be responsible for the user experience, including user interface design of a deep, complex space in an industry, and with a company that deeply values and appreciates thoughtfulness in design
2. Research, conceptualize, and articulate design direction and intention through both formal and informal critique processes
3. Uphold the integrity of the design throughout development

My client offers great comp and benefit packages and an amazing culture that caters to the person who just wants to get great work done.

Are you open to making a career move, and/or hearing a little more about the role? If the timing isn't right, I definitely understand. Let me know when you have a moment to chat.

Thanks!

All content was written by Nicole Whitney but belongs to the named client, and is used by permission. Content for Ideashoot was written in late 2017/early 2018, and the content for Dinomite comics was written in September of 2019.