



# Content & Copywriting

Content is one of the most time-consuming and underestimated parts of running a business. Most business owners know they should be producing more of it - blog posts, newsletters, website copy, social content - but rarely have the time or energy to do it consistently and well. Mel writes in her clients' voices so well that their own clients never know the work wasn't done in-house. This is one of her most valued skills and something clients consistently highlight. She takes the time to understand how a business owner speaks, what they care about and who they're talking to - and then produces content that sounds exactly like them.

Content & Copywriting services include:

## **Blog posts:**

Written to engage the target audience, support SEO and reflect the client's brand and voice. Mel handles everything from topic selection to final copy.

## **Newsletters:**

Regular email newsletters written and formatted for the client's audience. Mel works with clients on strategy, content and production.

## **Website copy:**

Clear persuasive copy that communicates what a business does, who it's for and why someone should get in touch. Includes homepage, about, services and other pages.

**Social media content:**

On-brand posts for the platforms the client uses, written in the client's voice and scheduled for consistency.

**Ghostwriting:**

Mel writes content that is published under the client's name. Articles, thought leadership pieces, LinkedIn posts and other formats.

**Editing and proofreading:**

Reviewing and improving existing content for clarity, tone, grammar and consistency.

**Contact:**

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