

ALI LAWRENCE

Brand Steward



I want to be your Brand Steward.

WHAT IS A BRAND STEWARD?

You have a brand that deserves some meaningful, impactful, strategic, artful, and high-converting messaging. You want to connect with your audience, inspire your customer to act, and you want to create long-lasting relationships. You have **emails, social media, product copy, web pages, headers, footers, taglines**, and a whole bunch of other content that needs writing. But not just any old writing. You need the good stuff.

I'm glad you found me.



Being a brand steward means I get into the marrow of your messaging and make it matter, deeply, to your customer and audience. I become fluent in your brand's language, and then I become your go-to for all messaging needs.

Having a Brand Steward (like me) means that you don't have to labor over the parts of your brand and business (like messaging) that add more stress. By understanding your brand's intentions, ambitions, ethos, and content strategy, I can craft all that critical and creative content for you, and then you can focus on doing your best work in other areas.

How it works

01

First, we do a deep dive into what your brand offers and stands for and how it shows up in the marketplace. You'll answer a detailed questionnaire, and then we'll hop on an hour-long call to fill in any gaps and talk about the project scope.

02

After our call, I'll come back to you with an Rx for your brand content. It will include a monthly retainer cost that provides for all your messaging needs. Yep, this partnership is as turnkey as can be.

03

I'll present you with a key to your brand language and expression style for approval — this will guide all messaging I create.

Things to know

01

You'll always have the opportunity to adjust our project scope, make changes to the copy, and give me feedback.

02

We can scale up or down, but since this relationship functions on good communication, let's make sure we are on the same page by taking some time to chat about changes first.

03

Once we get your brand onboarded and the copy flowing, we'll set up a content calendar. I work in Google Docs and Google Drive so that we can track changes and feedback there.



Messaging, at its best, is a clear channel to the purpose of your brand — it activates a deep connection between your ideal customer and the service or product you provide.

I believe in discovering that story, language, and expression and translating it in the most impactful and inspiring way.

Pricing per project varies. If you'd like to learn more, contact me [here](#).

I can't wait to connect
and create with you!



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