

Stacie Hanson

Copywriting & Content
Samples

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Content Samples

Blog Sample:

Why every child **NEEDS** to ride a horse

There's something about horses and kids.

Since the dawn of man, we've been riding horses and for centuries kids have been part of that equation. The smell, the touch, the feel of horses has entranced children for years and nowadays is no different. In a time when the Internet takes up much of our children's attention, nothing has equalled the horse. There are many reasons why and all of them are good reasons. Here's our top three why you should get your kids out riding:



1. **Responsibility:** When your child has a lesson horse under their care, it isn't only for riding. Riding is the big part of the reason why someone starts to ride but there are many facets to that. Grooming, vet care, first aid, and showing all take a great amount of responsibility. You need to be able to care for your animal and not take shortcuts in that care. That responsibility leads into;

2. **Discipline:** Discipline? Like...a drill sergeant? Nothing quite so strict though some lesson barns might disagree with me! Horses teach a measure of discipline. So do the teachers that will train your child to be the best equestrian possible. The discipline is not only in proper care but also for time management. Can you really spend only half an hour at the barn? Add in some financial responsibility as well. This sport you can be frugal on a lot of things but fumble with your finances and you can end up not able to afford next week's lesson you want!

3. **Friendship:** This is a very important one. Some of the best people you meet will be horse people. They'll help you out and your child can form lifelong bonds with fellow enthusiasts. But more importantly, your horse can become your child's best friend. The confidant they tell their secrets to, the one they turn to when life seems a little bluer than ever before. A lifelong companion, horses can offer that sliver of escape that your child needs from the world.

These are only a few reasons about why your child should get involved with horses. There are plenty more! For more information on horses and how to get involved, contact your local USEF or EC office. You can also find many blogs and horsemanship websites. Search YouTube for horse videos. Visit as many barns as possible to look for your perfect match in a lesson barn and be sure to always keep learning!

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Sales Content Sample:

Mastering the Art of French Press Coffee

Ah...l'amour. Mon cher. The reason for getting up in the morning.

Of course, we're talking about a cup of coffee. It may be unhealthy to be so dependent on a cup of coffee first thing in the morning but millions of Canadians are. How we make our coffee is a reflection of ourselves. Do we pop in a K-pod of breakfast blend? Make a pot and let it strain slowly through a filter for that hard-hitting brew? Do we stop in the drive-thru and order a tall, dark, and luscious dark roast?

Or do we make the perfect blend in a French Press?

The French Press. That wondrous invention. It involves a sleek cylinder and a piston that forces out all the flavour you could possibly want. The French Press allows for maximum enjoyment with minimal effort. The perfect cup of coffee is easy and accessible to everyone!

The common complaint is that the French Press takes a little longer than a cup of instant coffee. But when you are looking to maximize your enjoyment and your flavours, the French Press is where it's at. The 2-4 minute wait time is more than enough time to fry an egg to go with it for the perfect breakfast.

When it comes to easy to do procedures, there's no complexity when it comes to the French Press. It is always easy to do. Follow these quick and easy instructions to get your perfect cup of coffee!

1. Heat water almost to boiling point
2. Place coarsely ground coffee in the empty beaker
2. Add the hot water. You want 30g of coffee for every 500 ml. This can be altered to taste.
3. Stir and let stand for four minutes.
4. Press the plunger/piston down to separate the grounds and hold them at the bottom.
5. Pour into your favourite mug and enjoy!

Many Canadian grocery stores feature coarse coffee grounds in a variety of flavours. Stock up on your favourite blends or even look at making your own. That's a whole other subject but an interesting one as well!

The best way to master the art of French Press Coffee is to give it a whirl yourself. You'll be amazed at the depth and complexity of the coffee when you take that first sip. Whether as an early morning pick-me-up or an afternoon treat, French Press Coffee will take your coffee to the next level.

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Copywriting Samples

Email Samples:

Landscaping Company

Subject: Create an Effortless, Beautiful Garden!

John's TLC can create the garden of your dreams for less than a weekend at the cottage.

Be the envy of your neighbors with luscious hostas, vibrant flowers, and landscaped perfection with our award-winning designer. You can have the garden you always wanted without doing any of the hard work to make it beautiful.

Over 25 homes in your neighborhood have already used John as their landscape designer and for a limited time only you too can get his services for 10% off. With his award winning design style, you can shine among the weeds and have the garden that makes your neighbors go 'Wow, I want one just like it!'

Ready to book an appointment? Reply to this email with what time is best for you.

John's TLC

P.S. This offer is only good until June 1st at midnight. Book your appointment immediately to be put on our list!

Equestrian Product

Subject: You want a Quick Solution to Dry hooves, we've got it!

In the summer, dry chipped hooves are an unsightly and potentially hazardous side-effect of the hot dry weather. Your horse deserves the best.

CDM Hoof Moisturizer, for when your horse needs the moisture and protection of a quality cream.

Make your farrier wonder how your horse has such healthy hooves, trim after trim. No matter if your horse is shod or barefoot, your horse's hooves need moisture during dry spells. Rather than fuss with messy oils and creams, we have an applicator bottle that lets you brush it on direct from the bottle, keeping your hands clean and your horse neat.

Over 1 million horse owners have discovered the miracle of CDM Hoof Moisturizer,. Don't want to be left behind? Reply to this email and get a free sample shipped to you. We guarantee you'll love it.

CDM Hoof Moisturizer

P.S. Respond to this email to order and get your first 500ml at 10% off!

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Website FAQ Page Sample:

Amanda Johnston - Writer

18 books in One Year.

One writer managed this impressive feat.

Amanda Johnston had an idea. A simple kernel of an idea that had been plaguing her for years. How to write a story about Johnny and Jenny, a devil and an angel, and make it into a series that inspires the reader to read more.

What is the Story?

One day, Johnny meets a girl. A special girl. The moment she walks past his favourite doorstep, his life is never the same. For this woman is his destiny, and from the moment they meet, their futures ravel around each other. In a story about family and love, the dark history of the world is revealed as it becomes obvious that demons and angels are real. And that they are still at war with one another.

Where do I start?

Amanda suggests starting with book 1. There's no skipping books in this series. Like potato chips, you won't be able to stop at just one. You'll have to start with the story of Johnny and Jenny, and move into the Wars of Heaven and Hell before you realize where you are. In a style similar to the best Urban Fantasy writers, Amanda pulls you along into a world alongside our world, where darkness and light sometimes have the same interests. Where love and duty mean everything when it comes to protecting your family.

Where can I buy them?

Known as the Anthem Saga, you can find both the Kindle and the paperback copies for sale on Amazon.com and its subsidiaries. Please see the links at the bottom.