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LOTTIE DAINTON

LUXURY COPYWRITER

# STRATEGIC STORYTELLING

*that delves beyond the visuals*

CREATING A BRAND THAT'S  
IMPOSSIBLE TO IGNORE

As one of the most sought-after marketing studios in the South West, my team and I offer an exclusive and personal experience for an array of businesses.

Founded in 2016, we endeavour to unravel the layers behind your brand, instilling you with the confidence you didn't realise you needed, while working with you to propel your brand forwards.

Having run Lottie Dainton Writer for almost a decade, we carefully craft copy that could only ever be *yours*.

*"The smartest thing I ever did was to hire my weakness."*

SARA BLAKELY

Focusing on luxury brands, we'll transform your vision into a plan that has purpose and personality.

Copy has the ability to *elevate* your business. It's a powerful tool that can unlock your potential, sell your product and create a connection with human beings - the ones you deserve to work with.



WORDS THAT DESERVE TO BE *DEVoured*

WWW.LOTTIEDAINTON.CO.UK



COPY WRITTEN WITH CONFIDENCE

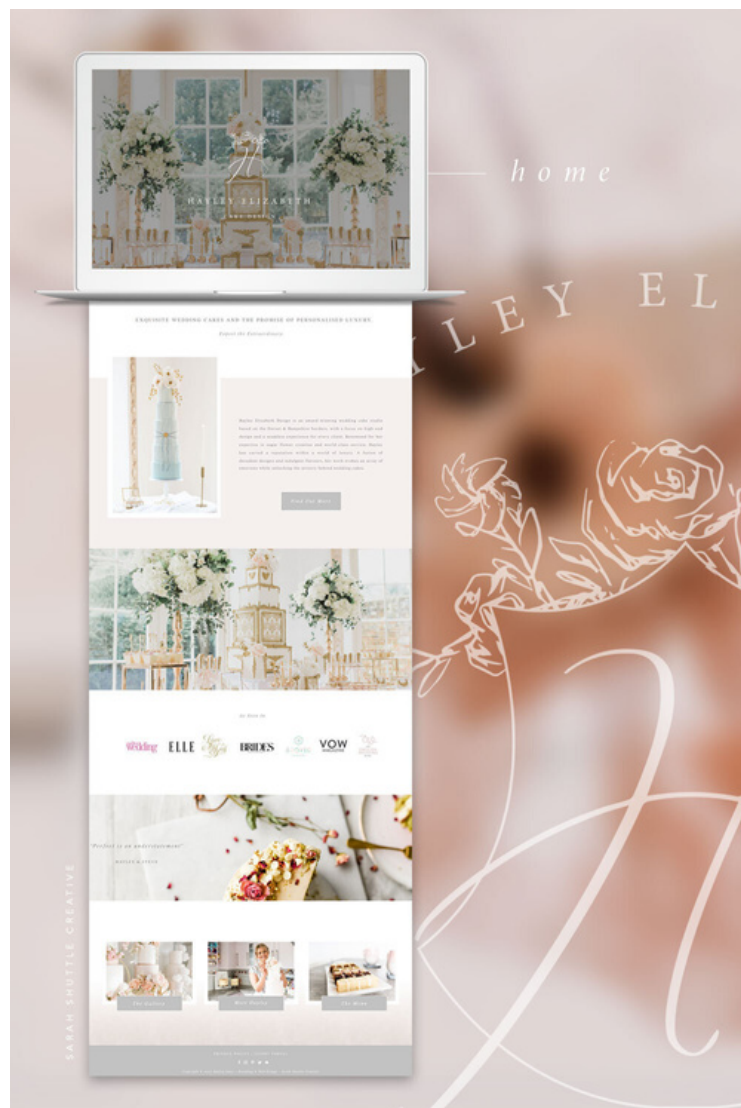
*Words filled with meaning*

STORYTELLING INSPIRED BY  
THE POSSIBILITIES

# WEBSITE COPY

*Authentic copy that feels unashamedly you...*

STORYTELLING IS ABOUT TAKING  
SOMEONE ON A JOURNEY WITH YOU...



Tailored to your business, our website copy service will elevate your brand to a new level of luxury. From the 'About' page to a complete website copy overhaul, the result will be copy that your clients get *lost* in.

Team the right words with the right branding and visuals and you've got yourself an unbeatable combination. Communicating your brand message with *clarity, confidence* and *consistency* is one of the most important things you can do for your business.

We'll work together to effortlessly translate your true personality throughout every element of your copy.

Your audience invest in you as well as your product or service, which is why every word, sentence and paragraph will be designed to speak to your client.

HAYLEY ELIZABETH CAKE DESIGN  
[WWW.HAYLEYELIZABETHCAKEDESIGN.COM](http://WWW.HAYLEYELIZABETHCAKEDESIGN.COM)

*“Lottie has transformed my copy into something I never could have imagined myself. She is truly talented and really takes the time to immerse herself in your brand and the voice you would like to portray in order to really get the copy nailed. I cannot thank her enough for her hard work and understanding of my brand. Would recommend over and over.”*

DANIELLE SMITH PHOTOGRAPHY

# WEBSITE COPY



Price begins from £799 and includes:

- Discovery Call
- Client Questionnaire
- Tag Line Creation & Brand Messaging
- Social Media Bios
- Email Support
- Unlimited Reviews

RASPBERRY BESOKE EVENTS  
WWW.RASPBERRYBE.COM

*'I am blown away by the copy, it's **beyond amazing.***

BRAMBLE & BELLE

In terms of SEO, we ensure your elevated website copy flows without worry of interruption. Instead of packing keywords into every sentence (to avoid the risk of sounding robotic or generic), we thoughtfully interlace phrases so subtly that your readers won't even notice and you still sound like *you and your brand.*

*"**Lottie is super amazing!** I absolutely love Lottie's positive contagious energy and caring personality. Lottie is a very experienced and diligent copywriter, and a pure pleasure to work with! If you're looking for help with copywriting for your business I can 100% recommend Lottie as a copywriter. Thank you so much for the outstanding job Lottie!"*

MARSHECKA WEDDINGS

# COPY CLIENTELE

From luxe interior designers to world-renowned photographers, my team and I have had the pleasure of working with international clientele from a variety of industries. The studio specialises in elevating brands and empowering business owners, bringing you the elite opportunity to feel *empowered* and *thrive*.

Explore some of my recent *projects*

UPTON BARN  
[www.uptonbarn.com](http://www.uptonbarn.com)

HAYLEY ELIZABETH CAKE DESIGN  
[www.hayleyelizabethcakedesign.com](http://www.hayleyelizabethcakedesign.com)

RASPBERRY BESPOKE EVENTS  
[www.raspberrybe.com](http://www.raspberrybe.com)

VICTORIA ENGELEN FLOWERS  
[www.victoriaengelenflowers.com](http://www.victoriaengelenflowers.com)

LUCY ANN EVENTS  
[www.lucyannevents.co.uk](http://www.lucyannevents.co.uk)

BRICKHOUSE VINEYARD  
[www.brickhousevineyard.co.uk](http://www.brickhousevineyard.co.uk)

KRISTINA KEMPTON  
[www.kristinakempton.com](http://www.kristinakempton.com)

DEJA VU SWEETS  
[www.dejavusweets.com](http://www.dejavusweets.com)

THE AMALFI EXPERIENCE  
[www.theamalfiexperience.com](http://www.theamalfiexperience.com)

JILL JONES BRIDAL  
[www.jilljonesbridal.co.uk](http://www.jilljonesbridal.co.uk)

BY JOANNE WEDDINGS  
[www.byjoanne.com](http://www.byjoanne.com)

WEDDINGS BY ANNA-LEE  
[www.weddingsbyannalee.com](http://www.weddingsbyannalee.com)

ABIDE MAIDS  
[www.abidemaids.co.uk](http://www.abidemaids.co.uk)

MARSHECKA WEDDINGS  
[www.marsheckaweddings.com](http://www.marsheckaweddings.com)

CHARLENE WEBB PHOTOGRAPHY  
[www.charlenewebbphotography.co.uk](http://www.charlenewebbphotography.co.uk)

HYLAND WEDDINGS & EVENTS  
[www.hylandweddingsandevents.co.uk](http://www.hylandweddingsandevents.co.uk)

RUBY & BLOOM PAPER CO  
[www.rubyandbloom.co.uk](http://www.rubyandbloom.co.uk)

CAROLINE SIAN WEDDINGS  
[www.carolinesianweddings.co.uk](http://www.carolinesianweddings.co.uk)



# CLIENTELE TESTIMONIALS

*Enjoy a few snippets of our clients' experiences working with the studio.*

"From our first meeting with Lottie we were impressed with the depth of knowledge she wanted to gain from us about our brand, vision, story and our team, she knew exactly the right questions to ask to uncover what she needed and really took the time to listen.

Her enthusiasm and her keenness to really get under the skin of the brand really shone through and when the first draft of her copy came back we were blown away with how she just 'got' us down to a tee and how spot on what she had written was. It genuinely felt like she was a part of our team.

**We really could not speak more highly about the work that Lottie has done for us and we would definitely recommend her to anyone wanting beautifully written copy."**

UPTON  
BARN

"Lottie's work excelled all expectations that I had. Being a new business writing about yourself in the right way to market to your ideal client is quite a hard task and when I approached Lottie everything was made easy.

Her whole approach made me feel at ease and trust that the work that needed doing would be done to an amazing standard. Although my website copy is finished I'm excited to still work with Lottie moving forward!

**Everyone definitely needs a Lottie Dainton working on their business."**

WEDDINGS BY  
ANNA-LEE

"Lottie is an inspiring, talented copywriter who has allowed me to focus on what I am good at, which is not copywriting, I have a wild creative imagination and incredible energy and passion for what I do and she has managed to capture that in words. I am over the moon with her work.

**This is just the beginning of great things we will do working together to conquer the universe."**

BY JOANNE  
WEDDINGS



*Making sure you get*  
NOTICED ABOVE THE NOISE



You know *exactly* where you want your business to be.

You just need the *right words* to take you there.





# SOCIAL MEDIA

## *Named Top 12 Wedding Influencer*

BY @BRIDEMAGAZINEOFFICIAL



*'I've worked with Lottie since 2016 and I'm grateful everyday for her coming into my life! She completely understands our tone of voice and our brand ethos. **Her content is well curated and perfectly captures our mission.**'*

COCO WEDDING VENUES

# SOCIAL MEDIA

Price begins from *£200 per month* and includes:

- Discovery Call
- Client Questionnaire
- Email Support
- Published on Instagram
- 3 Posts per Week (12 per Month)
- Monthly Content Strategy

ONE

Price begins from *£350 per month* and includes:

- Discovery Call
- Client Questionnaire
- Email Support
- Published on Instagram
- 6 Posts per Week (24 per Month)
- Monthly Content Strategy

TWO

Price quoted on a *bespoke basis* for the following:

- Instagram reel curation and upload
- Instagram story curation
- Instagram story templates
- Instagram grid graphic templates
- Review of Instagram analytics
- Weekly engagement (replying to comments)

EXTRA



# SOCIAL MEDIA CLIENTELE

Explore some of my recent *projects*

THE AMALFI EXPERIENCE  
@the\_amalfi\_experience

GIANNI DI NATALE PHOTOGRAPHERS  
@giannidinatale\_photographers

WED MAGAZINE  
@wedmagazine

THE OAK BARN, FRAME FARM  
@theoakbarnff

EMMA REEVE WEDDINGS  
@emmareevieweddings

CHÂTEAU DE SIRADAN  
@chateaudesiradan

THE GREAT BARN DEVON  
@thegreatbarndevon

THE BOTTOM DRAWER BRIDAL  
@thebottomdrawerbridal



As part of the studio's Social Media Management service, we include a tailored grid curation that aligns with your brand aesthetic, use of any relevant hashtags and scheduling directly via Planoly (which we will set you up on if you aren't already).

All social media schedules will be signed off by the client, prior to upload.

*Please note: Imagery & Supplier Credits must be provided by the client.*

# BLOG WRITING

*Words are powerful, they're persuasive and they're full of possibilities.*



Price begins from **£65 per month** and includes:

- £65 per blog post based on 500 words
- £85 per blog post, based on two hours of writing a 500 word feature and sourcing 10 - 15 images (via your Dropbox or with imagery credits).
- We also can upload directly to your website for a small additional fee of £25 per blog post

Blogging is an essential marketing element for *any* business in order to flourish. Every blog feature published offers you the opportunity to connect with your audience, allowing your readers to resonate with your brand message. Weaving in keywords and phrases to boost your SEO, the studio understands and values the importance of curating content that works for *your business*.

Where every word is *worthwhile*.

# CLIENTELE TESTIMONIALS

*Enjoy a few snippets of our clients' experiences working with the studio.*

VICTORIA  
ENGELLEN  
FLOWERS

"I had the pleasure of working with Lottie who is an exceptional copywriter, I am so happy I found her. From the moment we started our conversation, she showed an impressive understanding of my vision.

In just one hour, she grasped every detail I shared and translated it into the perfect website copy. Her ability to quickly comprehend my ideas and transform them into compelling words was truly remarkable. Not only was she efficient and professional, but she also had a knack for capturing the essence of my brand with her perfect words.

**Thanks to her expertise, my website copy turned out to be absolutely perfect. I couldn't be happier with the results. I highly recommend her services to anyone in need of exceptional copywriting.** Thank you so much Lottie I am over the moon."

SADIE  
MAY  
CAKES

"You are kind and thoughtful, it shines from you and that's why I chose you. I cannot recommend Lottie enough. She just gets you, your business and fits with brand values straight away. **Investing in copywriting is so important for your business.**"

LUCCA  
STUDIOS  
STATIONERY

"Where to even begin with Lottie, she's just wonderful and amazingly talented at what she does. She has a lovely warmth and kindness about her and her passion is infectious.

After our initial chat I felt like Lottie was a match made in heaven for my business, I knew that she had Lucca Studios' best interests at heart and took the highest level of care and attention when writing my copy for my website.

The first version of the copy, blew me away- it was like reading a love letter. It was so wonderful to read about how Lottie had understood my business and how to communicate with to my ideal couple. Lottie also encouraged me to embrace my singing background and the part of me that make my business unique. When it came to further amendments, Lottie went above and beyond to ensure she had fully understood and the second round was even better.

I wish I was as good as Lottie and able to capture just how amazing she is with the words I am writing, I am most certainly not doing her justice, but I cannot thank her enough for what she has done for my business and I am so excited to continue working with her and have her as part of Lucca Studios as it grows and blossoms.

**Thank you Lottie, you've given Lucca Studios the voice it truly deserves.'**

# ENQUIRE

*If you'd like to find out more about our services,  
please enquire via [lottie.dainton@gmail.com](mailto:lottie.dainton@gmail.com).*

WE ENDEAVOUR TO GET BACK TO YOU  
WITHIN 24 HOURS.

*We can't wait to tell your story.*

