
FIND THE PERFECT COPYWRITER

FUNCTIONAL MEDICINE PRACTICE

Find The Perfect Copywriter For Your Functional Medicine Practice

Of all the elements in marketing your practice, your copywriting is the most important and personalized to you. Take the time to hire a copywriter who can get to know your personal goals, beliefs, and tone.

When you personally work with a copywriter you essentially duplicate yourself, which translates into exponential growth for your business.

Hiring a copywriter is an investment—but one that can explode the demand for YOUR practice.

What else can a copywriter do for you?

- **Save you a TON of time.** You won't need to delegate your marketing to someone in your practice. Or resort to doing it yourself. A copywriter that's specific to your niche can rapidly put you ahead of your peers.
- **Give you a HUGE return on your investment.** Compelling copy is a top performer when it comes to getting bang for your buck. It produces over 7x more traffic than average.
- **Help you scale more easily.** Marketing can be confusing and time-consuming. And if you're marketing well, your practice can grow faster than expected. A great copywriter helps you focus on the work YOU love to do.
- **Help you get unstuck.** When you have a killer copywriter on your side, you've got their creativity, experiences, and services on your side.

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3 Easy Ways to Find Your Copywriter BFF

1. Use Google. Don't be afraid to use unique keywords. Instead of simply entering "health copywriter" or "writer for doctors," get specific. You can try "integrative medicine copywriter," "naturopath copywriter," and whatever suits what you do.

2. Check out LinkedIn. It might be overwhelming to see so many copywriters available, but don't panic. Go with your gut and click on copywriters that match your needs but look professional. Shopping for a copywriter isn't a good time to be bargain-hunting. I recommend avoiding copywriting through Upwork and Fiverr.

3. Ask around. If you know someone in your niche that has amazing website copy or killer content, ask them who their writer is. I'm also happy to be a resource to direct you to a copywriter that fits your niche.

Your relationship with your copywriter has the potential to significantly amplify your efforts. That's why I want to give you...

BONUS Pro Tips

- **Take the time to find the RIGHT copywriter.** You want someone who is in this for the long haul because one of the main benefits of a copywriter is that they get to know YOU. The ultimate goal should be to cultivate a relationship with a copywriter who knows your preferences so well that they can independently work and need very few edits.

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BONUS Pro Tips

- **Hire someone you like.** It might seem like a small detail, but it really makes producing your content (and life!) much more enjoyable. Take advantage of a free consultation to get a feel for their personality and attitude.
- **Find someone with a voice like yours.** Not only will you feel more comfortable with the writer, but you'll also save a ton of time. Even if it isn't quite what you're looking for the first time around, you'll have the opportunity to go over copy and content. From there, you can make it sound like yours. So when you shop for a copywriter, and their writing already appeals to your style, you two might be a good fit.
- **Hire someone with a passion for what you do.** Copywriters can write copy for just about anything. But nothing shines like content and copy that's written by someone who truly believes in what they're writing about. It's also a HUGE time saver. Their passion and knowledge in your niche translate into more compelling—and medically accurate—copy.
- **Do a test project.** The relationship between you and your copywriter is going to have a huge impact on the quality of your marketing. A test project keeps you from locking yourself in with a copywriter you're not experienced with.
- **Try a different copywriter if your gut tells you someone's not a good fit.** Your confidence in a copywriter is important. And you don't want to waste your time. If you need to let them go, that's perfectly fine.

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Don't know where to start?

I'm not currently accepting clients but I will put you in touch with a qualified copywriter who fits your personal needs.

Shoot me an email at sarah@saraturneragency.com.

PLEASE INCLUDE:

- Your name
- Practice specialty
- Goals
- Copy needs
- Anything else I should know

Let's get you connected!