

ADDRESS

Rikki Ayers
Be Rad Media
404-1005 Pakington St
Victoria, BC V8V 3A2

PHONE

Phone : +1 778.679.1637

ONLINE

rikki@beradmedia.com
www.beradmedia.com
www.ownupgrownup.com



Envision

Your success story

BE RAD MEDIA SERVICES 2017/18

I'm Rikki Ayers, writer, podcaster, and lover of good books, long bike rides, and organic wine. Join the journey with me on:



www.beradmedia.com
www.ownupgrownup.com



ABOUT BE RAD MEDIA

A clear, compelling message gives you a platform to tell your story. It attracts the right people. And today's consumers do read, they just don't want to read self-serving ad copy. They want to be a part of your story. That's what I can help you with, through clear, consistent communications and content strategies that suit today's new media landscape.

MY PROMISE

If you're tired of missed deadlines and missed opportunities, then you've found the right writer. I promise a seamless, organized creative experience and absolutely NO missed deadlines. Whether you're a one-person show or an agency, I will work with you to find the simplest way to communicate and share documents.

Work with a writer who understands you. I take the time to get to know my clients and when you get your website content, the words should sound like yours, not mine.

When you work with me, you get more than a document with a clear, confident story. I believe in relationships that last and am always happy to share best practices, strategy ideas, and advice on how to use your content to its full potential.

Your story is a precious thing. Let's do it justice.

WHY I DO THIS

Nothing is as inspiring as a leader on a mission, a visionary who knows exactly what they want and has the story and cred to back it up. Unfortunately, most of us get wrapped up in the complexities of our work, making it hard to communicate clearly and concisely what we do, who we do it for, and how it's going to change the world. Of course I love words (I prefer actual paperbacks—crazy, right?), but more than that I love to see the confidence that someone has when they know their story and they have the right words to communicate it clearly.

WHAT I OFFER

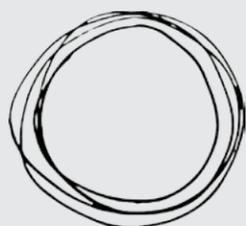
- Copywriting for your website, email, blogs, etc.
- Digital content strategies.
- Clearly outlined work plans with **deadlines**.
- Direct and concise communication.

EDUCATION

Bachelor of Arts in Professional Communications, Royal Roads University

Copyblogger Certified Content Marketer

Hubspot Academy Inbound Certified



“A confident communicator is magnetic”

Rikki Ayers, Be Rad Media

SERVICES

I provide custom packages to elevate your communications. I'm also available for ongoing retainer projects, such as monthly blog posts.



COPYWRITING

01	DESCRIPTION	COST
	• Standard 5-page website copy rewrite	\$400+
	• Standard 5-page website copy – from scratch	\$500+
	• Ultimate website content package (page & blog copy + social media + email)	\$1000+



CONTENT STRATEGY

02	DESCRIPTION	COST
	• Content review & recommendations	\$300+
	• Content review + repurposing strategy	\$500+
	• Ultimate content strategy package (review + strategy + implementation)	\$1000+



A LA CARTE

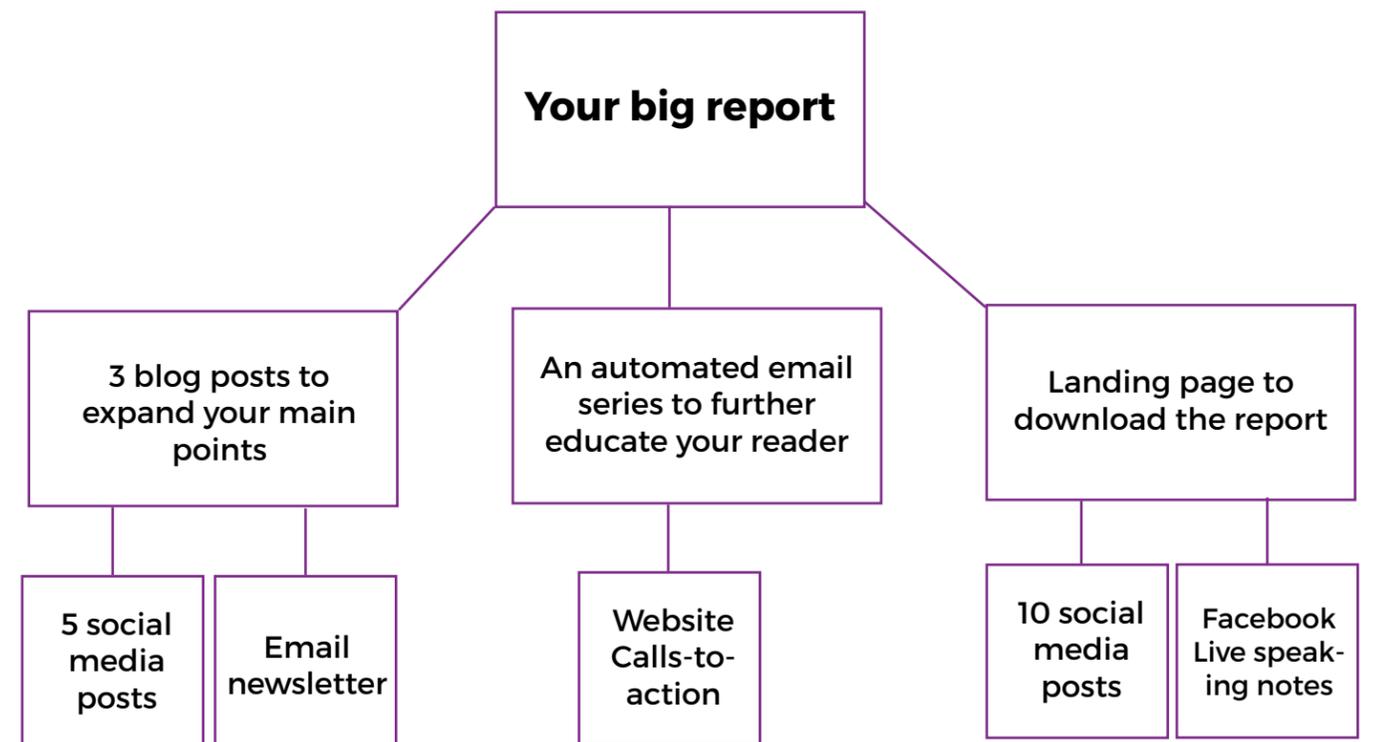
03	DESCRIPTION	COST
	• Bio	\$100+
	• Blog	\$75+
	• Social media ads	\$100+
	• Ebook or Report	\$300+

ULTIMATE CONTENT PACKAGES

Have you written an ebook, published a report, or filmed an entire instructional video series that you're not sure how to promote? Let's give your amazing content legs by repurposing it for different online channels. You can then direct more people to the original content while growing your audience at the same time.

With Ultimate Content Packages, you get the most out of your hard work and reach people with the right content in the right places that supports your main message.

Packages are customized for each project, audience and your team's capacity. Here is an example of what you would receive from me.



WORD ON THE STREET IS...

Ashley P., Proactive Health Solutions

"There aren't words to describe how incredible Rikki has been to work with. She has been able to pick up all loose ends and provide substantial help and guidance at a critical time in my life both personally and professionally. She is timely, concise, accurate, and does thorough research. She has an innate interest and passion for health, wellness, and the complexities within the industry which gives her an edge to provide work that is a strong demonstration of such. I would highly recommend her, you won't be disappointed."

Anna K., Communications professional

"Rikki is an inspiring person to work beside. She's a great designer, an excellent writer and very knowledgeable about digital media and analytics. She works hard, meets impossible deadlines and faces challenges with confidence and a sense of humour."

Clair K., Hybrid Buzz Strategist

"Just wanted to say a huge thank you for your copy review. You were definitely able to point out things that I haven't noticed before- and I think the revisions you made significantly improved my copy! I would recommend your services to every entrepreneur"

Aviva S., Baby Dog Puppy Training

"I needed someone to make some quick changes for me on my website but also to educate me on how to do it myself. Rikki was very easy to work with; she was kind, patient and very well organized. Her work was thorough and professional. She was open to feedback and quick to adjust everything so that I was completely satisfied."

Deanna F., Techie in your Pocket

"Rikki reviewed my About Page and, boy, was it eye opening! You know the problem. We all know what we MEAN to say, but sometimes it doesn't come across to others the exact way we intended. Rikki provided clear, thoughtful and spot-on feedback on the content of my page, with a great reminder of something I had completely overlooked. I would highly recommend getting Rikki's eyes on your website copy!"

THE "NO SWEAT" SYSTEM

Communication should be clutter-free. You won't find any bright, shiny objects (aka, overly complex onboarding systems) here. You also won't suffer from

email overload. My "No-Sweat" system is how we keep everything organized and everyone on the same page. It's simple, easy, no-stress.



STEP 1

Needs Assessment & hello

The Needs Assessment takes approximately 10 minutes to complete. Once you submit it, I'll have a look and contact you within two business days. I'll send you a proposal and discuss your project with you, usually over a 30-minute phone or Skype call.



STEP 2

Start

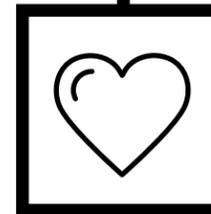
Once you've signed the contract and submitted your deposit (all done easily online), I'll invite you to a new project in Asana, a free project management software. Here you can see all of our documents and deadlines. We'll use this to communicate instead of email (trust me, it's so much better).



STEP 3

I work, you relax

You do your thing and I'll get to work on your project. You'll receive a final draft for feedback, and once final edits are complete you'll receive the work in a clearly-labelled package.



STEP 4

Au Revoir (that's French for goodbye, until we meet again)

I love happy endings. Don't you? At this point, you'll sign a Work Complete form (online) and I'll send you the final invoice. And, I hope we'll keep in touch because I love to express my appreciation for your trust with free advice, gifts, and more!

**Are you breathing easier already?
Working with me is really that simple.**



2017 / 18

READY TO GET STARTED?

Go to www.beradmedia.com to complete an application.



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