

## Portfolio

Dan Crandall

Copywriter

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# Hello, I'm Dan Crandall.



*I develop breakthrough writing that captures attention, speaks to your audience, and propels your business goals.*

Great copy starts with zeroing in on the correct audience and identifying their desires, hopes and ambitions. Over the course of 18 years writing for business and industry I have tackled a wide variety of objectives:

- Email Marketing Campaigns
- White Papers
- Lead Magnets
- Landing Pages & Website Content
- PPC Ads
- Complete Lead & Sales Funnels
- "Tower" Blog Content
- Brochures
- Print Advertisements
- Marketing Video Scripts
- SEO Content
- Technical Documentation
- ...and I'm probably forgetting something.

I have written for large companies like Rovi Corporation and Sweetwater.com as well as many small businesses and entrepreneurs. Over the last several years I have specialized in lead generation funnels, which combines a bunch of my favorite types of copy.

I look forward to talking with you and becoming a valuable ally on your road to success.

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## Recent Copy Samples

### Tabitha Sells - Realtor

#### Copywriting work:

- Landing Page
- Email Series

#### URL:

<http://sellers.yourphoenixrealtor.com/phoenix-home-sellers-start>

#### Project Details:

The client requested a lead generation funnel targeting people wanting to sell their homes in Phoenix, AZ.

Prior to our discovery call I researched her competition and found all to be making the same offer down to the word. During our conversation we developed an offer starting with what her competition was offering and adding value on top with some novel additions.

We also solidified the funnel goal of collecting name, address, and email in the op-in and using the follow up series to drive leads to contact her directly.

The excerpt is from the follow up autoresponder email series.

Excerpt:

Subject: [Tabitha Sells] It's Often The Little Things That Make The Sale

Hello again, [Name]!

You know, when a buyer finally decides to pull the trigger and make an offer on a home, it's often the little things that sealed the decision for them.

It's like walking into a room that is tidy but hasn't been vacuumed in a while. You may not immediately notice that the carpet needs vacuuming, but it doesn't feel "right". On the other hand when you walk into that same room after it's been freshly vacuumed the whole room feels comfortable, cleaner and brighter.

I listed a bunch of easy updates in the "15 Killer Ways To Increase The Value Of Your Home" guide that I sent you yesterday. But, there are dozens of little fixes that you can do to collectively give your home that "just vacuumed" feel. All of these add up in the minds of prospective buyers, and might just be the thing that tips the scales and gets you a great offer.

I would love to do a walk through of your property and help you make a list of the best ways to make your house pop. Give me a ring and let me know your best time!

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## RideStressFree.com - Luxury Car Service

Copywriting work:

- Landing Page

URL: <http://skiresorts.ridestressfree.com/dia-to-skiresorts-start>

**Project Details:**

Client wanted a landing page integrated with a 3rd party booking service. The target audience was to be ski vacation travelers wanting luxury car service from Denver International Airport (DIA) to top ski resorts in Colorado.

The excerpt is from the landing page copy.

**Excerpt:**

*After A Long Flight Do You Really Want To Spend Hours Cooped Up In A Shuttle?  
Get Your Ski On!*

**Your Private Ride Service From Denver International Airport Directly To Your Ski Area!**

Book your private ride with us and take all the hassle out of getting to your ski destination. We pick your party up at DIA in a big, comfortable vehicle and take you up the mountain in no time.

- **Private:** Your party is the only one in the vehicle.

- **Discreet:** Ride in style with dark tinted windows and tons of room Remove the stress of drawing attention to your group and enjoy your ride.
- **Safe:** We take you up in big, late model Yukon & Suburban style vehicles and our drivers are highly experienced driving in the Colorado Rockies.
- **Affordable:** While we do have many high profile customers who love our service, you don't have to be a superstar to afford the comfort and convenience of a private ride to the slopes.

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## The Super Simple Keto Quickstart - Lead Magnet

### Copywriting Work

- Lead Magnet

### Project Details:

This PDF lead magnet is essentially a white paper, though not specifically presented to the target audience as such. I developed it for use by several clients all selling the same dietary supplement aimed at people interested in the ketogenic diet.

I researched the “keto diet” and supplements in order to fulfil the goal of creating a “keto 101” style report to educate prospects.

This lead magnet was used as part of high converting offer funnels for clients in the US, UK and Australia.

### Excerpt:

What Is Ketosis?

*Ketosis is a metabolic state in which the majority of your body's fuel energy comes from ketone bodies in your blood. This contrast with a state of glycolysis where blood glucose (aka sugar) provides the majority of your energy.*

*Ketosis is characterized by serum concentrations of ketone bodies over 0.5mmol with low and stable levels of insulin and blood glucose. University research suggests that exogenous ketone supplements can induce ketosis, even when there are normal levels of blood glucose.*

*NOTE: Ketosis is NOT diabetic ketoacidosis, which is a serious complication of uncontrolled diabetes.*

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## Dominique Taylor & Yvonne Stroud - Chiropractor & Registered Nurse

### Copywriting Work

- Landing Page
- Lead Magnets (see above)
- Email Series

URL: <http://www.myketohealth.com/keto-reboot-opt-in>

### Project Details:

Clients use and promote the ketogenic diet and related supplements - and they also happen to be a daughter and mom team.

The supplement being promoted uses an MLM business model that is highly focused on personal engagement and “face-to-face” sales.

With that in mind I developed landing page copy that focused on their personal stories. The funnel was designed to drive leads to opt-in to a mailing list and join their private Facebook group where they could engage leads directly.

This funnel converted at 27% out of the gate, and through A/B testing based on tracking data ended up averaging over 30%. Additionally, using heatmap tracking code I found that 20% of visitors actually read all the way to the bottom of the page.

The excerpt comes from the bio I wrote for the landing page.

### Excerpt:

*I'm Dr. Dominique Taylor, And This Is My KETO story...*

*My initial experience with a Keto diet and Exogenous Ketones supplements happened at a time in my life when I was juggling two children under the age of two, and my professional practice. As you can imagine I felt like I was running on fumes most of the time, and after my 2nd child I felt like my bodyweight had not returned to what I had been comfortable with on my 5'3" frame.*

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## Amelia Wilson - SEO consultant

- SEO Content

URL (one of 150): [https://www.sweetwater.com/c265--Digital\\_Mixers](https://www.sweetwater.com/c265--Digital_Mixers)

## Project Details:

Client needed a large number of 500 word articles written on specific categories of musical equipment. I wrote 150 articles on topics ranging from instruments to live sound and recording studio hardware and software. The voice was to be casual, contemporary and upbeat. The client was very happy with my ability to capture the correct style and voice.

The excerpt and samples are from articles that the client specifically mentioned as standouts for nailing the desired tone and content.

### Excerpt:

When you're ready to enhance your live sound, digital mixers are a great choice. There are options for every budget and a host of features to fill every niche. Whether you are looking to upgrade your rehearsal space sound, or adding incredible flexibility to your live setting, we have a digital mixer to fit your needs.

Due to the fact that there are so many great combinations of features available, figuring out which model best suits your needs can be a bit daunting. A good way narrow it down is by making a list of your "must haves". This will save time and hopefully keep your head from spinning off. Of course once you go down the rabbit hole there's a good chance your list will go all "bass solo" on you and magically extend itself way beyond what was discussed in rehearsal.

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## How Consultations Work

The consultation is my favorite part of the project. This is where we work together to gather all of the puzzle pieces and begin building a strategy for your copy.

- **Scheduling**
    - Couldn't be simpler. Pick a time that works for you, and add yourself to my calendar! Ready to get this show on the road?
      - [Open My Scheduler Now](#)
  - **Discovery Call:**
    - This is a video chat or phone call. I like to use Zoom meetings for this. Don't worry, the client side setup is simple. *Please Note: I record the discovery call.* This is so that I can focus my attention on your needs instead of furiously typing as we talk. Plus good things happen in a freely flowing conversation.
  - **Proposal & Fee Confirmation:**
    - After the discovery call I will email you a detailed proposal based on the work discussed.
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## Some Things I Don't Do

One of the things I love about copywriting is the diversity of projects. But, over the years I have decided that there are a few types of projects that I'm not a good fit for:

- Pyramid style MLMs. If growing the network is more important than the actual product, I'm not interested.
  - Weight Loss and other health supplements without credible scientific evidence to support claims.
  - Overtly negative or intentionally divisive content. I'm fine with contrasting superior products or services with the shortcomings of a competitors offer. I'm not fine with seeking to make people feel bad about themselves, or angry with other groups.
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## Schedule Your Consultation!

Scheduling a consultation couldn't be simpler. Use the following link to jump into my scheduler and pick a time that works for you. Easy Peasy.

**[→ Open The Scheduler & Pick A Time To Chat!](#)**

If you have additional questions, feel free to shoot me an email.

Thanks for your time,

Dan Crandall

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