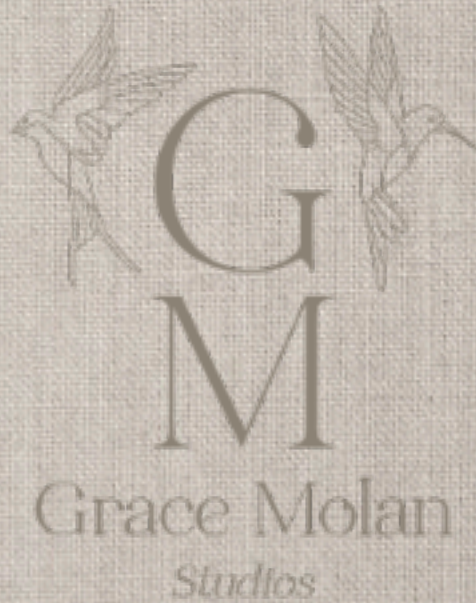


SERVICES & PRICING



COPYWRITING | BRANDING



ONE-TO-ONE SERVICES

WE DELIVER PREMIUM  
COPYWRITING AND BRANDING  
SERVICES FOR CREATIVE  
ENTREPRENEURS TO SUPPORT  
THEIR MISSION.

Some brands you scroll past, while  
others grab you, inspire you, and  
actually improve your life.

You have the power to be THAT brand.

# YOUR BRAND TRANSFORMATION

LET OUR EXPERTS CURATE FOR YOU

If you have wild ideas and an irresistible offer we have the words and design skills to bring them to life. With a dash of storytelling and the perfect amount of personality, we will create a brand that resonates with the innermost desires of your target audience.

You deserve a brand built for longevity. Showcase the quality of your work with a premium brand identity that mirrors the exceptional service you deliver.

To ensure that you receive the most value, we offer private consultations to explore your ideas and intentions so that we can match you with the service that is tailored to fit your needs.

Whether you're a newcomer or a seasoned player, I'm here to guide you in creating a thriving, enduring brand that can scale seamlessly for years to come.

[BOOK A BRAND CONSULTATION](#)

THE FOUNDER

## GRACE MOLAN

Hi, I'm Grace, a British born copywriter living in Tenerife, Canary Islands. Since graduating from London College of Fashion with a BA Hons in Fashion Journalism, I have worked with international brands to turn their ideas and creative concepts into copy that converts readers into valued customers.

As an entrepreneur myself, I know that sales can sometimes feel like an uphill battle. That's why I want to help.

Together with my expert team, we will craft your brand identity using words and visuals that do more than look pretty on a page.

### OVER 10 YEARS OF EXPERIENCE

My work across the fashion and lifestyle sector has allowed me to gain the necessary skills and insights required to elevate your brand to reflect your mission.

### MY WORK APPEARS IN

**Barceló**  
HOTEL GROUP

NATIONAL  
GEOGRAPHIC

SUITCASE

WHYTE & MACKAY

OLIVIA PALERMO



EXPLORE OUR SERVICES

# COPYWRITING

We will transform your brand story into copy that will have your reader nodding along with every word.



COPYWRITING

## SEO-OPTIMISED BLOG POSTS

Just like a cool sea breeze on a summer's day, refresh your brand's blog with SEO-optimised content that will keep readers engaged until the very last word. Using an expertly defined strategy that is aligned with your brand's KPIs, together we will boost website traffic and convert readers into long-standing, loyal customers.

THIS SERVICE INCLUDES:

Your very own, tailor-made brand voice style guide.

A custom content strategy to fit your content goals.

An editorial calendar so that you can stay on top of what is being published and when.

Personalised keyword research.

4 x monthly SEO-optimised blog posts.

2 rounds of revisions

Uploading to the website (additional fee of 60€/hr)

Prices start  
from:

1,687€\*

\*Terms & Conditions Apply



COPYWRITING

## WEBSITE COPY

Do you feel confident in your personal brand but lack the time to transmit the essence of it into words? Your website is your shop window. Make sure that every page convinces them that you are a match made in heaven. Together we will create website copy that is optimised for SEO, infused with strategy and radiates your unique brand voice.

THIS SERVICE INCLUDES:

A personalised onboarding process to set goals and define a clear strategy.

A brand voice style guide.

Keyword research

Seo-friendly website content:

Home, About, Services (Bridge page and individual service pages (max. 3)), Contact. Additional pages added at an extra cost.

2 rounds of revisions

Weekly check-in calls)

Prices start from:

2,497€\*

\*Terms & Conditions Apply



COPYWRITING

## BRAND VOICE

Banish doubt and say adios to impostor syndrome. It's time to put your brand voice out there with newfound clarity. Together we will figure out once and for all what your story is and give you the tools to share it with the world.

THIS SERVICE INCLUDES:

Project onboarding tailored to your individual needs.

The creation of a tailor-made brand voice style guide.

A personalised brand brief (brand statement, elevator pitch & tagline suggestions)

An online bio (to be used on your About page or as your LinkedIn statement).

A shorter version that can be used on social media.)

Prices start  
from:

1,357€\*

\*Terms & Conditions Apply





## WEBSITE COPYAUDIT

Are you looking for an extra set of eyes to review your existing website copy? Let's hop onto a 60-minute call and deep dive into what is working and what's not so that you can feel confident that your words truly reflect your vision.

### THIS SERVICE INCLUDES:

60-minute call

A recording of the call and detailed notes of what can be improved and how.

A full action plan to get your copy into tip-top shape before you press publish.

327€

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## SOCIAL MEDIA CAPTIONS

Connect with your audience and let your brand voice filter through every post with content that will stop your audience mid-scroll. With conversion-focussed copywriting, it has never been easier to turn followers into customers.

### THIS SERVICE INCLUDES:

Monthly discover calls to ensure that what you post is in line with your latest offers and services.

A razor-sharp social media strategy.

Your personalised editorial calendar so that you know what is going live and when.

Done-for-you social media captions.

Price upon request

## VIP DAYS

Need branded copy and need it fast? Don't panic. You can exclusively hire our services for two whole days and get our undivided attention to help with anything you choose.

### TASKS TYPICALLY INCLUDE:

4 SEO-optimised blog posts

Copy for a new website page

Revision of up to 5 existing website pages

1-month of social media captions

### DAY 1

9 am (ish) – We hop on a discovery call and enjoy a cup of coffee together as we discuss your project requirements.

10 am – Work begins and researching and writing take place.

12 pm – Lunch break

5 pm – You will receive a draft of everything completed during the day.

### DAY 2

10 am – Coffee and call to discuss any edits required and prioritize remaining tasks.

11 am – Work begins editing and completing any remaining to-dos.

5 pm – Your copy? Signed, sealed and delivered – its all yours!

2,297€

## CLIENT SUCCESS STORIES



+71%

Increase in traffic to B.com  
(the booking platform)

+50%

Increase in keywords  
positioned

+307%

Increase in revenue  
derived from blog posts

+17.4%

Increase in website users

\*Statistics for all content  
on pinantravel.com for the year 2023



+117.3%

Increase in new website  
users

+105%

Increase in organic search  
traffic

+79.7%

Increase in engaged  
sessions

+69.2%

Increase in page views

\*Statistics for ramsign.co.uk  
for the year 2023



EXPLORE OUR SERVICES

# BRANDING

Elevate the look and feel of your brand with visuals that fully express your values, story and energy.

BRANDING

## BRAND BASICS

This package establishes the ideal foundation for your brand, providing essential corporate elements that are crucial for strength and cohesion in your business identity.

THIS SERVICE INCLUDES:

Branding Questionnaire & Meeting  
Creative Direction  
Discovery & Strategy  
Research & Moodboard

First sketches with 5 adjustment rounds

Primary Logotype  
Imagotype/Symbol  
Colour Palette  
Font Selection  
Brand Pattern / Illustration /Textures  
Visual Mock Up  
Brand Style Guide  
Open Files/Print Files/Digital Files

Prices start  
from:

1,500€\*

\*Terms & Conditions Apply





BRANDING

## BEYOND THE BRAND

Ideal for those aiming to transcend, this comprehensive branding suite not only ensures a cohesive visual identity but also initiates the crucial first steps in implementing it for your business.

### THIS SERVICE INCLUDES:

Branding Questionnaire & Meeting  
Creative Direction  
Discovery & Strategy  
Research & first Moodboard

First sketches with 5 adjustment rounds

Primary Logotype  
Imagotype/Symbol  
Colour Palette  
Font Selection  
Brand Pattern / Illustration /Textures  
Visual Mock Up  
Brand Style Guide  
Open Files/Print Files/Digital Files

Business Cards  
Presentation of your Business as PDF or Booklet  
Website Mock Up  
Instagram Mock Up  
Photography Art Direction  
Visuals Art Direction  
Possible Packaging Design  
Possible Merchandising Design

Prices start  
from:

3,000€\*

\*Terms & Conditions Apply



BRANDING

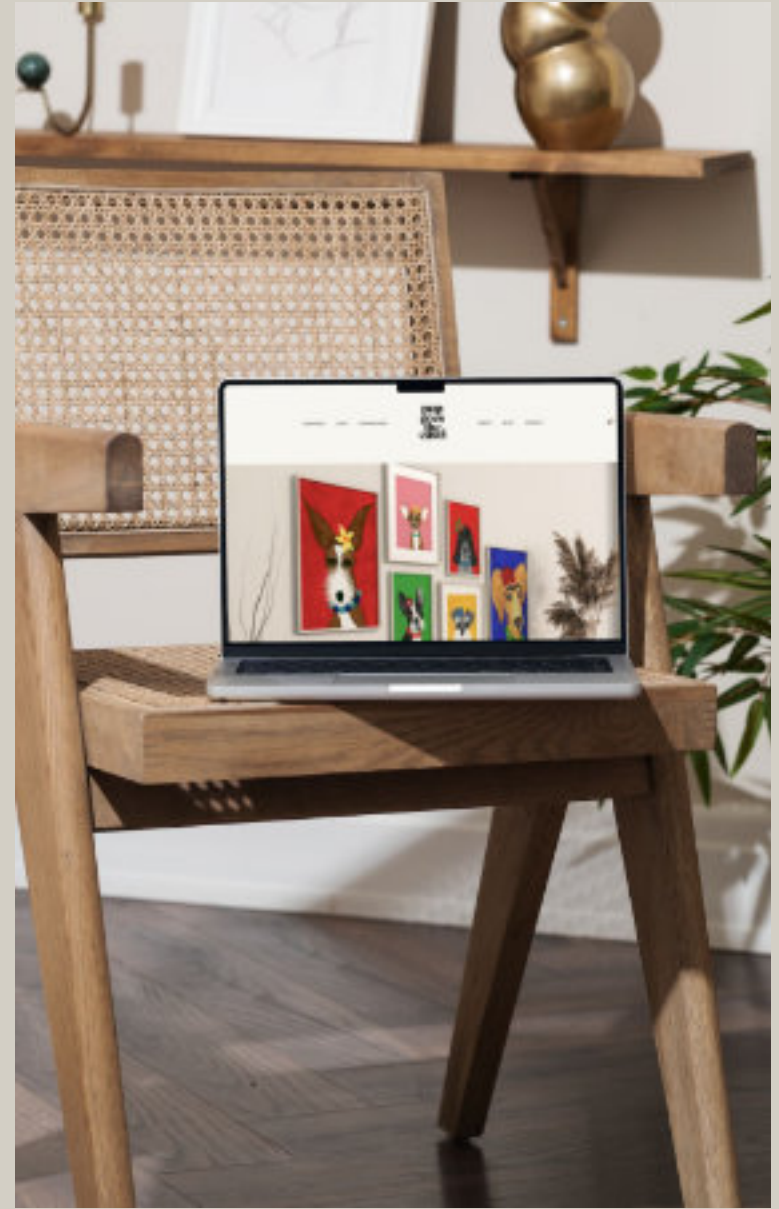
EXAMPLES OF  
BRANDING  
PROJECTS





BRANDING

# EXAMPLES OF BRANDING PROJECTS



BRANDING

EXAMPLES OF  
BRANDING  
PROJECTS



GET IN TOUCH

GRACE MOLAN STUDIOS

Thank you for your interest in working with us. Tell us about your project and why you think that we would be a great fit!






CONTACT US

FOR MORE INFORMATION:

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 +34 603 585 133

[GRACEMOLAN.COM](http://GRACEMOLAN.COM)