

freelance media portfolio.

E M I L Y
W O O D S

2023-2024

COPYWRITING, CONTENT DESIGN,
MARKETING

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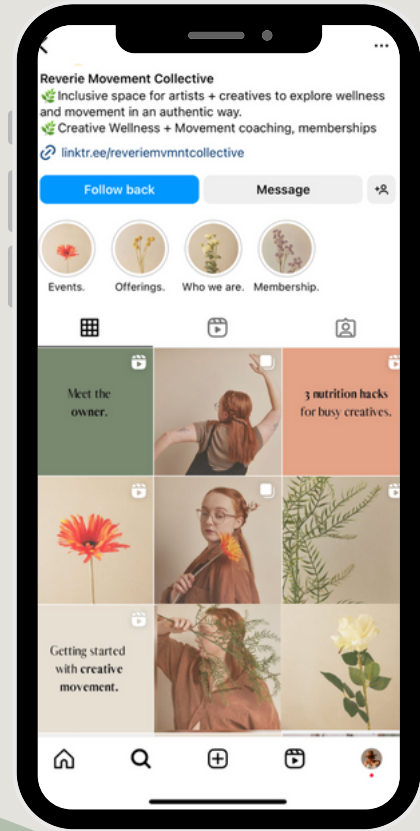
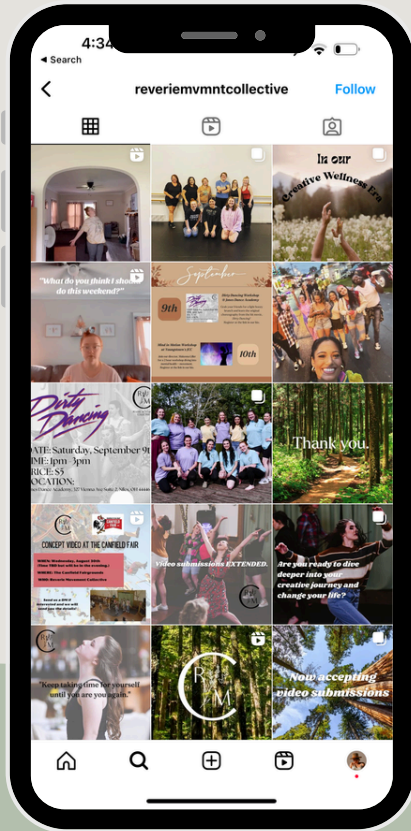
Email Marketing

Newsletter Copywriting and Design

Landing Page Design

other services.

SOCIAL MEDIA DESIGN - REBRAND



BRAND DETAILS



fonts

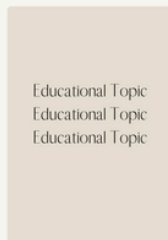
Abiah Anonymous Pro

weekly concepts

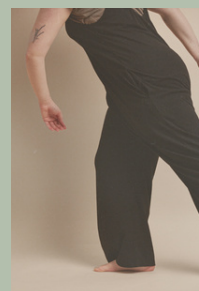
static post - money shot personal
image



reel #1 - graphic cover



reel #2 - still image
cover



SOCIAL MEDIA DESIGN - REBRAND



A creative career without a strong sense of personal wellness is bound for burnout and unhealthy habits -

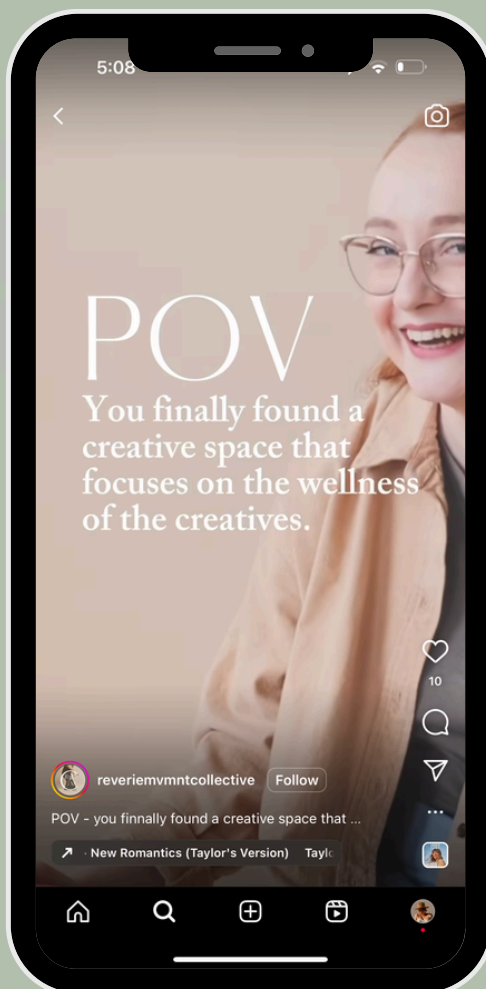
Even though I felt such a lack of support in this area during the early years of my creative career in dance, I felt called to become certified as a holistic health coach so that all creative professionals could have someone advocating for their wellness.

Reverie Movement Collective

Need a quick + easy way to kickstart your creative wellness journey?

we're so excited to kick everything off with our first **free wellness resource**, our Movement Bingo Challenge!

Reverie Movement Collective



Getting started with creative movement.

Reverie Movement Collective

SOCIAL MEDIA CONTENT DESIGN - PRODUCT ANNOUNCEMENT

Your chilliest, most profitable
online coaching service
launch for Q1 2024 is
LOADING...

and it's time to ditch the
frantic, very un-chill vibes
that *no one wants to buy*
from.

the Lax Launch Roadmap

30+ pages with every detail of my
strategy for creating the chilliest,
most profitable launch of your
business in Q1 2024 -

for FREE 10/23-10/27



the Lax Launch Roadmap



*The LLR includes every detail of a
successful, relaxed launch,
including:*

- a **phase-guide** to each important stage of a thriving launch
- a total guide to preparing your **BTS biz strategies** for launching (think lead gen!)
- a comprehensive **content planner** for each phase of launching
- a customizable **launch calendar**
- and 30+ pages of so much more - all for **FREE**.

the Lax Launch Roadmap

the LLR story



I discovered in my own business
that you will close more sales than
ever before when you are relaxed
and confident in yourself.

Once I realized that I was not willing
to give up my inner peace in order to
have a profitable launch in my
business, I got to work on a
launching strategy that would allow
me to travel.

Spend uninhibited time with my
family and friends.

And experience more peace and joy
WHILE I was selling out faster than I
ever had - and I'm so excited
because next week this exact
strategy can be yours, free of charge

the Lax Launch Roadmap

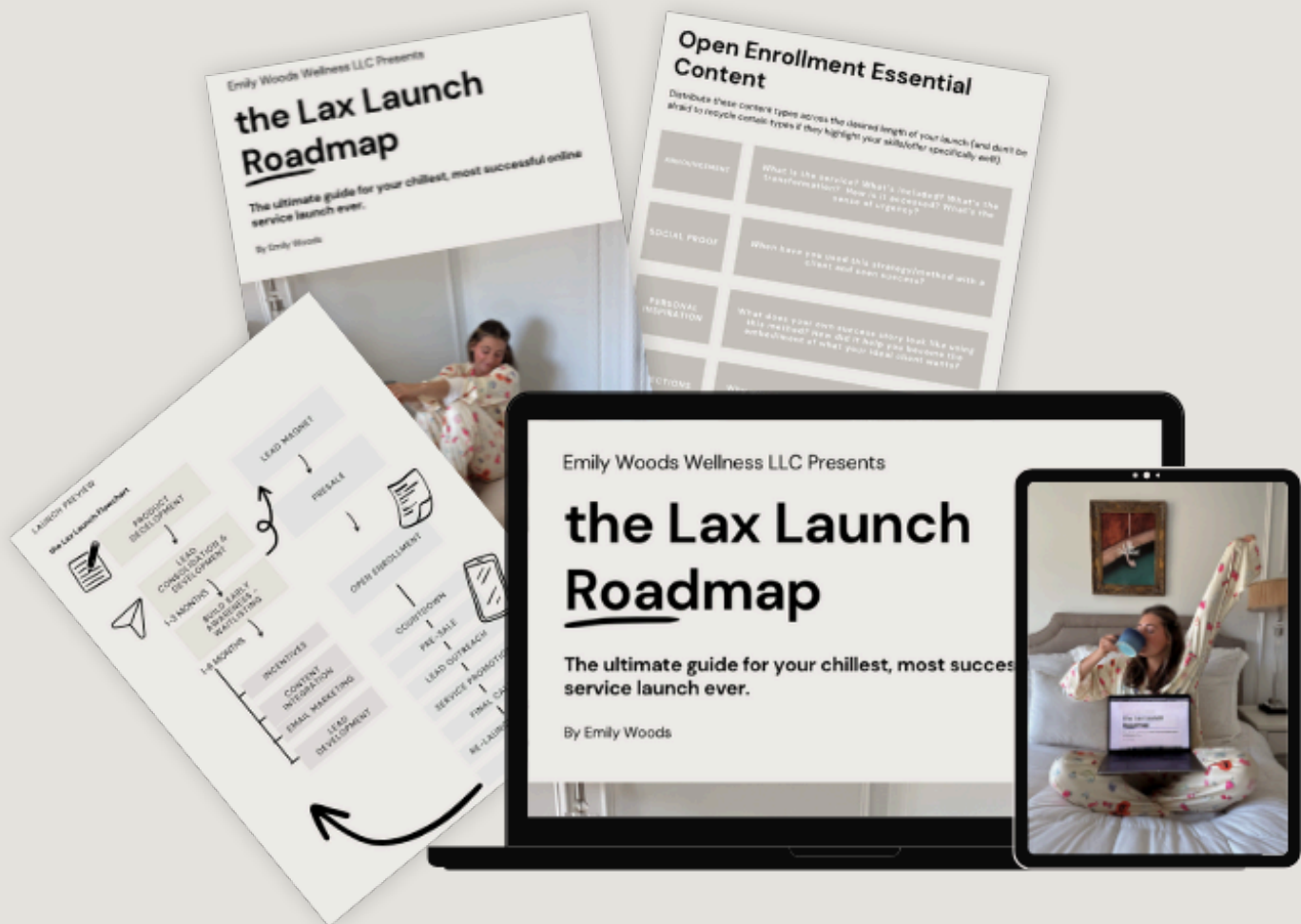
LLR will be available for ONE WEEK
ONLY - 10/23-10/27 -

**tap the link in my bio to snag your
free copy of the most valuable
resource of the year!**



the Lax Launch Roadmap

SOCIAL MEDIA CONTENT DESIGN - PRODUCT ANNOUNCEMENT



SOCIAL MEDIA COPYWRITING - PRODUCT ANNOUNCEMENT

Your chilliest, most profitable online coaching service launch for Q1 2024 is LOADING...

girls, it's time to ditch the frantic, very un-chill feelings that we are so used to experiencing during our online coaching launches - it juuuust not the vibe anymore 🤖

Not only does nobody want to buy from someone who is hectic + seems unsure of their own success,

But I discovered in my own business that you will close more sales than ever before when you are relaxed and confident in yourself.

Once I realized that I was not willing to give up my inner peace in order to have a profitable launch in my business,

I got to work on a launching strategy that would allow me to travel,

Spend uninhibited time with my family and friends,

And experience more peace and joy WHILE I was selling out faster than I ever had - and I'm so excited because next week this exact strategy can be yours, free of charge.

my comprehensive 30+ page FREE ebook the Lax Launch Roadmap is dropping 10/23 with every detail of my strategy for creating the chilliest, most profitable launch of your business in Q1 2024.

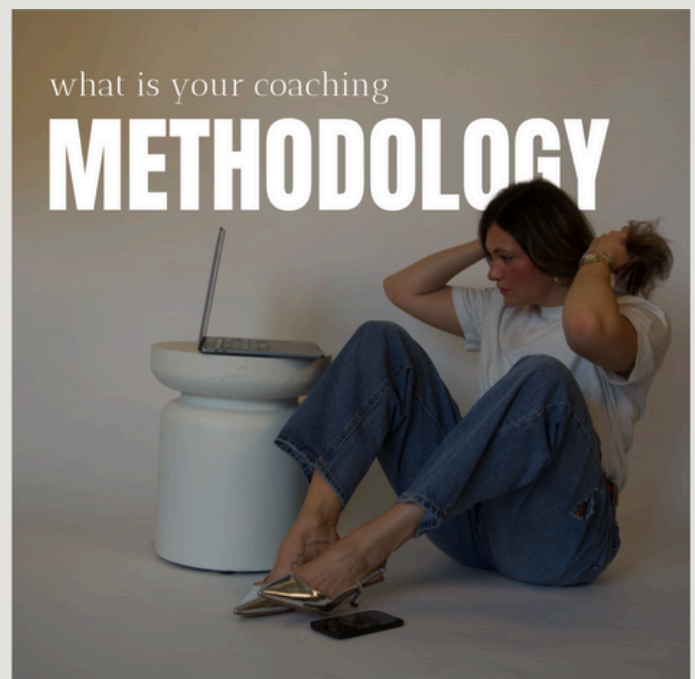
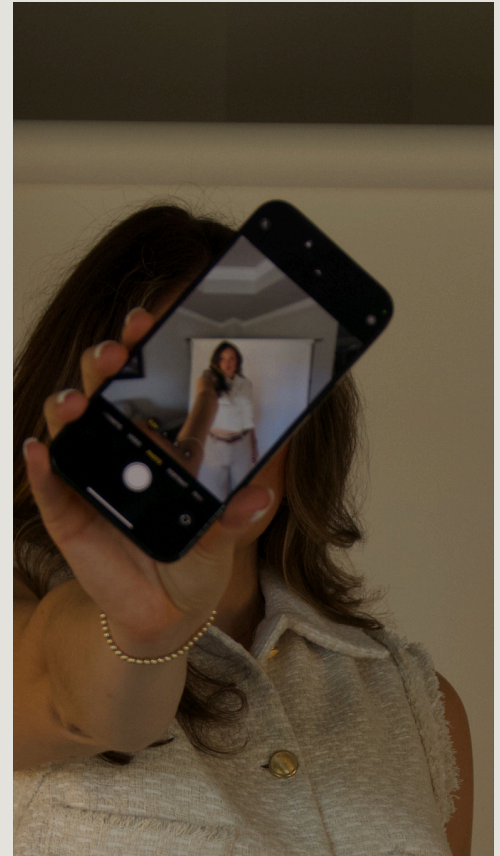
The LLR includes every detail of a successful, relaxed launch, including:

- a phase-guide to each important stage of a thriving launch
- a total guide to preparing your BTS biz strategies for launching (think lead gen!)
- a comprehensive content planner for each phase of launching
- a customizable launch calendar
- and 30+ pages of so much more - all for FREE.

LLR will be available for ONE WEEK ONLY - 10/23-10/27 - but you can DM me the words LAX LAUNCH + your preferred email address this week and I'll personally email you the resource EARLY on launch day!

All my chill, successful girls - slide into those DMs!

BRANDING PHOTOSHOOT CONCEPT DEVELOPMENT + EXECUTION



EMAIL MARKETING

EMILY WOODS WELLNESS LLC WEEKLY NEWSLETTER

Happy Monday Entrepreneurs + Freedom Seekers!

today's topic: FREE MASTERCLASS - CEO CONFIDENCE OVERHAUL

It's an exciting Monday, [FIRST NAME GOES HERE]!

I'm finally bringing back the masterclass that quite literally broke my booking calendar last year, the CEO CONFIDENCE MASTERCLASS.

Y'ALL THIS MASTERCLASS WILL CHANGE YOUR BIZ LIFE. If you struggle with:

- Imposter syndrome
- Pricing your services what they're worth
- Closing sales without hesitation
- Creating magnetic video content
- Doing ideal client outreach

We'll be covering these 3 confidence pillars:

PHYSICAL // from your signature style to your wellness routines to your hobbies, we'll be curating a physical confidence matrix to skyrocket your success

MENTAL // from personal development to daily mindset practices, we're rewiring the imposter syndrome out of your mind

PROFESSIONAL // I'm teaching tools to use your social media and client work and confidence boosters, down to specific filming and experience advice



Register for CCO [HERE](#) to receive:

- Your custom CCO workbook to guide your total confidence transformation
- Access to the exclusive live Zoom call with me (I will be recording if you can't make it live!)
- Watch your sales potential and business success bloom through CCO - I'll see you baddies inside

[CLICK HERE TO REGISTER FOR THE MASTERCLASS](#)



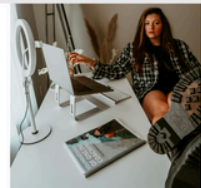
Ready to learn more about Identifying Missing Links in Your Coaching Business? Watch this!

The top three business tools you are missing in your online coaching business...

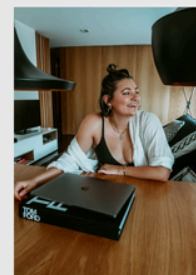
[WATCH THE FREE
TRAINING](#)

CLIENT WIN OF THE WEEK

FOUNDATIONS client Nicole signed her first 3 beta clients inside her new 1:1 coaching offer! Proud of you Nicole!



[CHECK OUT THE
MENTORSHIP THAT
CREATED THIS WIN](#)



EWV PROGRAM SPOTLIGHT: CEO CONFIDENCE MASTERCLASS

a live Zoom masterclass covering the 3 pillars of CEO CONFIDENCE that allow me + my clients to boldly run thriving online businesses.

[CHECK OUT
THE PROGRAM](#)

Want to see something specific covered in a Newsletter / on my Youtube channel?



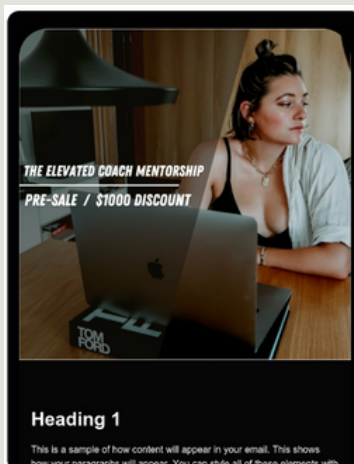
This week on the Emily Woods Wellness Youtube channel!

Here's a little secret I need to put you on if you're trying to reach big online sales goals in January:

Now is the time that you should be putting your strategy into action, not when the calendar year turns over! Just think about it:

If you wait until January to start bringing your January goals to life, you'll spend a month getting prepared rather than taking action. Here's how to avoid that:

In this week's extended business training on my Youtube channel, I'm taking y'all through the three strategies that I use doing Q4 of every single year to create an extremely profitable sales month in



Heading 1

This is a sample of how content will appear in your email. This shows how your paragraphs will appear. You can style all of these elements with



This week on The First Million Podcast: /This week on the Emily Woods Wellness Youtube channel:.

First line of caption...

Body of caption w/ lines spaced

[Watch the Training/Listen to the
Episode!](#)

The FIRST MILLION PODCAST:
Seasons of Discipline + Saying
"No" in your Coaching Business



Hey [FIRST NAME GOES HERE]! It's time to share another First Million Podcast episode with you! [This episode](#) is so crucial for business owners!

It's time for a fun + chatty podcast mini-episode, business besties! Today I'm sharing all things hard seasons in your business...

I'm talking about the fact that it's not January anymore and the motivation from the new year mayyyy be wearing off...so how can we keep our businesses moving forward?

NEWSLETTER- EX: ALL WEEKLY MEDIA FOR SUBSCRIBERS



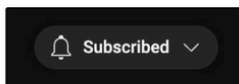
Emily Woods Wellness LLC
Weekly Business Intensive

This Week for your Coaching Business...



Happy Monday **[FIRST NAME GOES HERE]** - let's dive into another week of business building together! If you're new to the weekly business intensive email, let me bring you up to speed:

Here's how to be the first to know when this week's extended Youtube video training drops (the most extended and detailed education I offer outside my mentorships!) - SUBSCRIBE to the channel using the link below + Turn on post notifications by tapping the bell icon!



SUBSCRIBE TO THE YOUTUBE CHANNEL

See you next week!

xxx Coach Em



I consider dream life curation to be somewhat of a specialty of mine -

After all, I have been traveling and living the digital nomad life for years now without sacrificing any amount of income or financial stability.

In this week's episode of the First Million Podcast:

- I'm going to teach you how to design the life and identity of your dreams with tangible action steps.
- I'm going to be sharing how you can create your dream life through how you spend your money
- How you practice daily habits
- How do you care for yourself and the space that you live in
- How do you spend your free time, who you surround yourself with, and so much more!

Just search Emily Woods Wellness on YouTube, or listen to the podcast on Spotify or Apple podcasts!

WATCH THE COMPLETE EPISODE

Youtube Training Sneak Peek: Simple
Ways to Use AI in Your Coaching
Business

Every week, I send you a little Pandora's box of business goodness that outlines 3 very special things:

1. A written training containing tangible tips for tackling some area of business expertise - this is a fun new topic each week that you can add to your business schedule!
2. Direct access to my weekly motivational + entrepreneurial podcast, The First Million Podcast = the perfect way to kick off your week!
3. First access to the educational extended Youtube training that I drop weekly - you'll be the first to know about the video dropping so you can block out some time to watch and learn!

Let's get into it!

We're Back Baby - You Can Now Hire Me as Your Business Copywriter

It's time for a new era of copywriting that CONVERTS in your business -

And the catch is, you *don't have to be the writer anymore.*

Introducing @woodsstudio.co, an innovative copywriting agency for online coaches/OSPs -

Brought to you by the founder, owner, and CEO of Emily Woods Wellness LLC - the online business mentorship brand who just achieved \$1 million in sales through stellar copywriting.

The WSC flagship 3-month done-for-you copywriting service, COPY TO CONVERSION - is now accepting new applicants [HERE](#).

Imagine this:

You don't have to spend a second of your week writing captions for your business social media - they're already done.

For the next 3 months -

You've been guided through planning out your sales goals, upcoming launches, and community-building strategies

And all you have to do is hit POST on done-for-you captions that match your voice and brand.

You're saving so much time, you're finally creative and fun in your business again, and your content is incredibly consistent.

Leads read your content and convert to clients because of it

Cash income grows in your business

All without you writing a word.

Here's what's included in COPY TO CONVERSION:

- A custom 3-month content planner
- All your posts pre-written on a monthly basis (using the same technique that has made EWW LLC a 7-figure online brand)
- 1 niche clarification and brand identity call to make the content cohesive + develop your aesthetic
- Monthly business goal development
- Voice study - I study your previous content, capture your unique voice, and create elevated content that sounds like you x100
- I'll advise your launch and sales planning for optimal content performance

- Short-Form Video Advising - I help you recycle your copy into concepts for Reels (so you can be creative based on trends WITHOUT having to write the copy!)

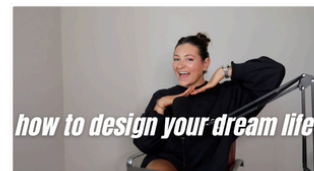
Ready to enter your new effective copy era?

Apply for one of three available spaces [HERE!](#)

Follow @ woodsstudio.co for new copywriting opportunities + education.

CHECK OUT THE EMILY WOODS WELLNESS INSTAGRAM FEED

THE FIRST MILLION PODCAST: How to Design Your Dream Life



LANDING PAGE DESIGN

200+ students, 9 cohorts,
3 years, countless lives
changed

in-program transformations:

Just signed another client
and have another intro call in
10 mins

Don't have happy road sign? I'm
here doing the same thing!

100% PT Made that last new
client! 🙌🙌🙌

Courtney - Food Freedom +
Confidence Coach

I am so excited to say that I
also just signed up my first
health coach client!

Kristen - PT + Weight Loss
Health Coach

Ladies! I just signed my first
client! 🙌 both nervous and
excited about this! 🙌

Adrienne - Holistic Health Coach

OK this is literally amazing,
raised your prices and made a
sale and are going to be
adding two referrals, the ideal
situation!!

Carlene - Social Anxiety Coach

It's time to get in the driver's seat of your online
coaching business, ditch the confusion and
overwhelm, and start taking real, educated action in
the direction of the business and life you want.

APPLY + BOOK A FREE CONSULTATION



- Lia hit her first \$10k month and went full time using the FOUNDATIONS method for online coaching.
- Sarah went full time and left behind a toxic workplace using the FOUNDATIONS method.
- Dakota went from 0 - 4 clients in a month after implementing the FOUNDATIONS method.
- Elizabeth built and sold out multiple successful offers in her business using the FOUNDATIONS method.
- Emma topped \$10k in cash income after starting out on her own.

APPLY + BOOK YOUR FREE
CONSULTATION



complete course
library

8+ group
coaching calls

FOUNDATIONS
of Online
Coaching

100+ page textbook

Facebook group +
daily messenger
support

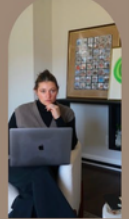
complete course
library

BOOK A CONSULTATION TO CHAT ABOUT YOUR BIZ GOALS!

FOUNDATIONS of Online Coaching is a 12 week
comprehensive business education + action
mentorship for new health coaches to sign clients and
grow a thriving business

...ditch confusion, overwhelm, lack of direction, and impostor
syndrome to become an empowered profitable online business
owner...

With top coaches in the industry leading the way (myself and
my co-coaches Sarah and Lia), you and your fellow
FOUNDATIONS mentees will achieve online business
success through accountability, education, and
empowerment.



inside the FOUNDATIONS experience:

weekly group
trainings

the cohort meets live + a week
for a live training + group
coaching

1x 11
mentorship
calls

you'll meet with me for
MAJOR 1:1 transformation. Fully
custom 1:1 trainings

100+ page
textbook +
complete
course library

my signature textbook took 8+
years to perfect and it's yours
for life!

community
group + daily
messenger
support

let's be buddies and text every
day to keep you accountable +
supported!

ASK ME ALL YOUR CUSTOM CURRICULUM QUESTIONS

meet your mentor:

Hey - I'm Emily Woods
@emilyswoodswellness on IG

I've always wanted to have ultimate freedom and control in my life through self
employment. Just 4 years ago, I was STRUGGLING to build the lead 6 coaching
business of my dreams. After over a year of trial and error, investments, and gals, I
developed a blueprint methodology for growing an online coaching business. I became
fully self employed at 23 years old and did over half a million dollars in sales as an
online coach before I turned 25 - and I decided I couldn't keep my business strategies
to myself any longer. I trained my methodology FOUNDATIONS of Online Coaching
and here we are, over 200 thriving students later! I was tired of watching new coaches
struggle, get overwhelmed, and quit their business before it ever had a full shot. Now
through FOUNDATIONS, I help online coaches change their own lives (and the lives of
their clients) every day. With only 3 FOUNDATIONS cohorts running each year, it's
always a rush to see who makes the cut before without, but I believe in you!



Here's everything we'll cover inside
FOUNDATIONS:

business
vision

Develop and unshakable vision
for your business + brand to
stay motivated.

ideal client &
niche

Clarify a specific niche + know
your ideal client like the back
of your hand.

using the dms

Never send a cringy DM
again + your training real
conversations.

professional
social media
use

Use social media as a money
making tool rather than a time
waster!

lead
generation

1x specialty - reach to find +
convert with hot leads.

market
research

Understand the needs of your
target market.

signature
program
development

Create an irresistible, high-
ticket offer.

product &
service pricing

Price your offers for thriving
financial success.

free resource
creation

Build resources to magnetic
leads.

online service
launching

Launch your signature service
using a proven success
method.

sales

Learn to sell authentically
effectively using sales
psychology + energy.

business
imposter
transformation

Overcome imposter syndrome
+ build massive confidence
that shines through the success.

Access the Bonuses!

DISCOVERING YOUR NICHE



BUSINESS STARTER PACK



EXCLUSIVE MENTORSHIP ACCESS



1x 1:1 mentorship session to
get you ahead of the game with
a powerful niche statement

A starter pack of all my most
valuable resources + tools
(including scripts)

Exclusive discounts + 1:1
access to my mentorship
(+ access to your mentorship offer)

Here's how you'll thrive in sales and business development inside
FOUNDATIONS - you will:

- Build a niche-specific brand identity that you are beyond proud of
- Grow an online community that represents your brand and delivers clear messaging about your mission and offers (and gives off the perfect aesthetic to attract dream clients)
- Develop a transformational, high-ticket signature program that will sustain your entire sales funnel for years to come
- Learn my proprietary lead generation strategy to take control of growing a warm audience in a way that most coaches aren't even aware is possible
- Master authentic sales strategies to keep you selling in all phases of your business (without feeling gross or nervous)
- Learn how to launch your offer and develop lead magnets like a professional
- Plan out the next 8-16 months of your business launches and product development
- Learn high-level business optimization skills to keep operations running smoothly in the first 1-2 years of business
- Feel like a confident, capable badass the entire time!

I'M READY.

MEET YOUR CO- COACHES

aka your partners in crime + extra support & relatability inside
FOUNDATIONS



SARAH

@sarahinyellow

business specialties:
launching a lead
generation

Sarah, a body confidence + intuitive estir
coach, went full time in here business less
than 1 MONTH after the 12-week
FOUNDATIONS program

Now, she consistently doubles her client
base

collaborates with dream influencers as
creator

has become a viral content creator as
passive income master

and inspires women across multiple
platforms with her viral video content

Listen to Sarah's business journey here:



other services upon request ...

business strategy

content planner curation and management

SOP design and copywriting

workflow optimization

social media audits and strategy outlines