

Internship Copy Coaching Task: rewrite a social media post & provide rationale for edits

Some CEOs WON'T want to hear this. ❌👉👉

Do you think Uber's CEO guessing about whether they have cash flow to grow? 🚗✅

No ❌ They have a Chief Financial Officer (CFO) 🧑💼

Do you think Apple leaves their business logistics to hopefully happen one day? 🍏📱

No ❌ They have a Chief Operating Officer (COO) ⚙️

Do you think Hilton Hotels wins best workplace awards every year because a good work culture magically happens on its own?

No ❌ They have a Chief People Officer (CPO)

Imagine you could have the power of all of the above expertise in your back pocket. 📁

📱😬

Now YOU can. 🚀✅

DM me to learn how!! 💬👥😎

What do Uber, Apple and Hilton Hotels all have in common?

They each have a C-suite Exec team to manage their cash flow, logistics, and people. You might know them as a CFO, COO, and CPO. But, not every business can afford to take on an executive team of that calibre, just like you can't afford to spend all your day trying to do the job of four people!

Remember, *you're* the CEO.

Imagine instead if you could have the expertise of an entire executive team at your disposal.

I'm here to tell you, YOU CAN, with the help of Scope! We align money, systems and people to quickly get you to 7 figures.

Watch the video to learn how we can help you and DM me TODAY.

**Commented [EB1]:** Denise chose these comparable companies as she's comparing gold standard operational practices and alluding to multcorp structures.

**Commented [EB2]:** Assumption made here the target audience understands these positions, and using acronyms will reduce repetitive word usage through post.

**Commented [EB3]:** Word choice suggests high quality, expensive.

**Commented [EB4]:** Message adapted from the video to create a common theme throughout this post. Creating an underlying message for audience.

**Commented [EB5]:** Confirm target audience.

**Commented [EB6]:** Connecting the theme between the ad, the video and scopes elevator pitch. (Helping CEOs build the 7 figure company they want, so they can live the CEO lifestyle they deserve.)

**Commented [EB7]:** Not sure here if to state "help you" or state "help your company". Im thinking "help you" is more personal.

**Commented [EB8]:** Call to action

## Internship Task: Email Pitch to Duolingo

Hi <name>,

I hope this email finds you well.

I've researched how Duolingo has been performing and kept abreast of your new product launches, so I want to run my idea past you.

Firstly, I'd like to say that I love how Duolingo has brought people closer by helping us understand each other in a world where we strive for understanding. I was impressed to see the impact on language learners in 2022 due to the Ukraine conflict. The power of learning a language to drive global solidarity at a time of crisis is extraordinary.

Now to the point of my email. From your recent activity, it seems you're expanding your Duolingo English Test (DET) business development into Asia. Which is very exciting.

So, what if I told you I could:

- ***Help your business development team (Asia) kick goals in strategy and execution as they expand into a new market?***
- ***Generate leads within the ESL study-abroad market and drive engagement with Duolingo and the Duolingo English Test?***

I'd like to propose a blended thought leadership content and direct response marketing strategy for your Asian (ex-China) market that will:

- Provide comprehensive market research & identify successful evidence-based implementation strategies
- Increase market exposure to the Duolingo English Test at the user level
- Drive leads to the DET
- Convert DET users to become paid Super Duolingo subscribers to achieve English proficiency

In return, you'll receive:

- **Increase in users taking the Duolingo English Test**
- **Increase in paid subscribers to your premium subscription services**
- **Longevity of subscriptions**

Which means profit growth! Imagine sharing the news with your shareholders that Duolingo profits are rising.

If this piques your interest, here's a little about me:

I've provided international consulting, strategy, and copywriting services since 2013.

## Internship Task: Email Pitch to Duolingo

However, what reflects my services better is one of my client's success stories regarding revenue and subscription growth. I took this global software client from falling subscriptions and a decline of up to 90% for a new product line to:

- entry into a new market
- generation and conversion of an enterprise-level lead, and
- quadrupled monthly subscription revenue in 4 months.

And I'd love to help Duolingo accomplish something similar and see you become the leader of the international educational ecosystem and grow your business in a new market.

So, if you're keen to have a quick chat, learn more about how I've reached similar international audiences with my global marketing campaigns, and whether I can add value to your business development objectives in Asia, then let me know.

It'll only take 15 minutes of your time.

<Sign off>

### Master Marketing Message:

When you set out to help people you probably never imagined how hard it would be to find the people you want to help. You're rearing to go, to open your heart to others and offer them your skills and knowledge to help them, but you can't find them and they can't find you. You're both looking for each other in this wide world of online connection and social media and Google yet you lack engagement. You've tried to put yourself out there, created social media pages and have been posting, but no one knows you're there except your mum, and she likes every post. Thanks mum!

Now you're burning the candle at both ends. You're tired and rundown and your energy levels are depleted. Your business dream is slowly slipping from your grasp. You still need to work the job you feel constrained by while you get your business off the ground. But doing something you don't love doing is getting you down. It actually hurts your soul. You feel this dread inside. Your burning desire is imprisoned and it wants to fly free and become a reality. Because that's who you've always been—a free soul forced into a world that has been created for conformity. You never even liked Facebook! But now to find your tribe, to be discovered and do what you love, you have to conform and you cringe at this idea.

Except now that you're plugged in, you've become inundated with ads and marketing of businesses like yours and it scares you. How are you going to be discovered amongst all that? Compete against that? You keep comparing yourself to them, thinking how successful they are, wondering how they promise the world and deliver on it. How they find their tribe, their audience, and connect with them that speaks their language and builds trust. You ask yourself, am I cut out for this? Am I cut out to survive in this cutthroat online world? All you want to do is your thing and help your clients, not sell your soul and feel lost in a sea of sharks. Because your ultimate goal is not to make money but to help people. That's your drive. You're a giver! Like me.

The bottom line is your clients need you and you need them. And they're out there. Boy, are they out there looking for you, too. They feel as disconnected as you right now.

So, if you're sick of feeling this way, and you're ready to move forward and leave this paralysing state of mind behind, listen up, I'm going to tell you how...

It's easy. You need a bridge! Not literally. Metaphorically, a bridge to your tribe, to meet the people who would benefit from what you have to offer. And to build this bridge isn't as hard as you think. Remember those people on Facebook that look like they're dominating their market? They engaged people like me to write and design their marketing. They didn't just sit down one day and do it themselves. They paid someone. Because they're not writers or marketing strategists. They didn't have time to do this themselves when they were helping their clients. And neither do you. You have people to help and a business to build.

So stop trying to do it all yourself. Stop letting the wolves of social media squash your dreams. You don't need to conform, you just need to stand out. You don't need to be big or loud, you just need to have an effective voice that speaks to your audience.

If you want that, if you need that, then let's have a chat. Book a time through my Calendly and discover how my words can be your voice, because at A Matter of Writing, I love writing words that matter. So, let's do this together 😊