



**TOUCHDOWN
COPYWRITING**

Connect

More...

Jefferson Vinall

B2B lead generation copywriter.
Need SEO marketing content for
websites, sales emails, or white
papers? I write that.

Edmonton, Canada Area 397 connections

[Contact info](#)

Touchdown
Copywriting
AWAI (American
Writers & Artists...

About

YOUR CHALLENGES:

Your business probably has a website. It may have an online store or e-catalog, a blog, a newsletter, social media, and/or email campaigns. Has the demand for freshly written content overloaded your marketing department?

MY HELP:

I can help you! I write sales copy and marketing content.

I specialize in writing Search Engine Optimized (SEO) content for business-to-business (B2B) marketing projects, including:

- Sales emails & auto-responder series
- Landing pages
- Website SEO content
- E-catalogs and online store product descriptions
- Case studies
- White papers

BUT WAIT, THERE'S MORE!

I also write sales copy for web pages, sales letters, social media, e-newsletters, slide decks, video scripts, advertorials, articles, blogs, key message platforms, sales funnels, and full sales promotions.

Maybe you just need to grow your list? Let's talk about a lead generation project, to feed your sales funnel.

Or maybe you have an under-performing website? I can conduct a website audit to assess its strengths and weaknesses.

WHY ME:

Long Term Relationships - when we know, like, & trust each other, our projects are easy & successful.

I am trained and verified by American Writers & Artists Inc. (AWAI), and am a member of The Professional Writers' Alliance.

As a freelance business consultant for 14 years, I've gained a broad knowledge base in various industries. This enables me to hit the ground running for your campaign.

When I take on your project, I work with you to understand what the analytics are telling us both, and to ensure that the copy I provide meets your goals.

Ease your stress by hiring a professional to do what they do well, so you can do what you do well.

And, most important, I'm easy to work with!

If you'd like to learn more, please visit my website or contact me directly to discuss your project.

Jefferson Vinall

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Articles & activity

400 followers



Not-So-Yellow Webpages



Jefferson Vinall

Published on LinkedIn

We all remember a certain phone book, colored yellow. Some of us may even still have one. If you look online, you'll find it there too. It used to be the case that, for a business, having an ad in that yellow tome was critical to the success of that enterprise. The historical equivalent of a page one browser search result, was the first page of a category. If you were a pizza joint, you might win the listing lottery with a name like, "AAAAAAAAAAAA Pizza..."

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"Try before you buy" is a great idea!

[Jefferson commented](#)



Congratulations Steve!

[Jefferson commented](#)



Congratulations Iwan! Any news on who will take your role on in Bermuda?

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