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Email Autoresponder Series Edit & Rewrite

As part of the certification process for becoming a Certified Conversion Copywriter with CopyHackers, I was required to analyze an AR series for someone with a huge following and list. Then I had to rewrite them and share my editing justifications. You can see how I approached it, the original version and how I improved upon it, and the reasons I did what I did. There was not an attempt at segmentation and this sequence could be much longer, but the first 5 – as the most important – were the focus of the analysis.

[Here's the full document.](#)

Case Studies

I've written a variety of different case studies and success stories in short and long formats.

[Here's a document of short case studies I wrote for an IT placement firm.](#)

[Here's a document of longer success stories I wrote for an author, speaker and coach.](#)

[You can see a few of my own here.](#)

Sales Email Campaign

These are 2 emails I wrote to sell a potential client's product. This was a test I had to complete as part of the interview/hiring process. It was one of the multiple writing tests that got me a job as a Senior Copywriter on the IWT team.

[You can read the full emails here.](#)

Blog Posts

Here are a few blog posts I've written for a couple of different markets.

[The All-In-One Content Marketing Playbook for Startups](#) (This is one of the most read blog posts of all time on their site.)

[Why Women Over 40 Make the Best Interns](#)

[From Career Regret to Reinvention: How to Move Past Pain and Design Your Ideal Career](#)

Landing Page

Landing Page Sample 1

This is landing page copy I wrote for an online course that resulted in tens of thousands of opt-ins.

HOW MANY CUSTOMERS ARE YOU LOSING EVERY DAY BECAUSE OF YOUR COPY?

When it comes to building an online business, you have a thousand and one things you can focus on:

- Build more products
- Redesign your website
- Improve your customer service

All important. But none of them will move the needle as quickly and as powerfully as great copy can.

That's because your copywriting has the power to drive what your users feel. And when you can get them to feel something, you can get them to DO something.

Great copy lets you:

- Connect with your audience on a deep level
- Attract the right readers to your site
- Sell more products, programs and services
- Grow your revenue exponentially

And the good news is, you don't even need to be a "natural writer" to do it. Copywriting is a skill you can learn just like anything else.

Let me show you how one well-written blog post or sales page has the power to change your business – forever.

Sign up for my xxxx newsletter and I'll send you more strategies you can use to improve your copywriting and grow your business.

[Landing Page Sample 2](#)

[Landing Page Sample 3](#)

Website Copy

Here are a few samples of website copy I've written for different clients.

[Website Copy Sample 1 - Mark Groves](#)

[Website Copy Sample 2 - Jennifer Louden \(all pages on site\)](#)

[Website Copy Sample 3 - Chelsea Berler Book Page](#)

Sales Page Copy

[Sales Page Copy Sample 1](#) - This page resulted in more than \$150,000 in revenue.

[Sales Page Copy Sample 2](#) - This page resulted in more than \$140,000 in revenue.

Mini Course

[Mini Course Sample 1](#)

Operations Manual

[JL Operations Manual](#)

Book

[Career Switch: How to Write & Play Your Way to Career Clarity](#)