



better copywriting.

better results.

we live in an
over-communicated
society.

Humans create more than a billion gigabytes of data every day. And we spend a daily average of almost seven hours online consuming it.





WRIXON can help you
cut through the noise—
and get the results you want.

At WRIXON, we use decades of experience to write and edit high-quality content to help you get you more traffic, leads, and sales.



there are other writers.
there's only one WRIXON.

You may have tried other copy “experts.”

Chances are they were unable to find your voice.
Unreliable with deadlines. Unwilling to take feedback.
Or had no idea how to write for your business.

Here's what we offer instead: deep strategic insight,
remarkable communications skills, and a gift for
writing persuasive content.

You may think you know writers.
But you don't know WRIXON.



repeatable process. **predictable success.**

When you work with WRIXON, you'll benefit from more than twenty-five years of writing copy on hundreds of projects. Choose WRIXON and we'll use a five-step process we've honed over more than twenty-five years.

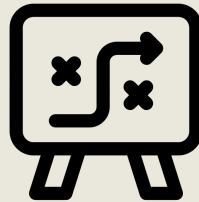
1. initial meeting

We'll discuss your marketing goals and objectives, and explore how we might work together. If we decide it makes sense to start a project, we'll move to the next step.



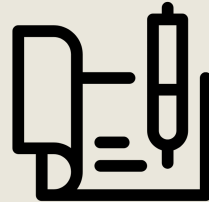
2. strategy review

We'll analyze your business, your audience, your competitors, and more. Then we'll recommend a plan based on what's been proven to lead to success with copy.



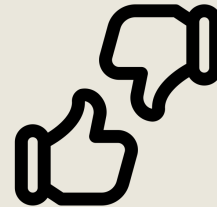
3. writing & delivery

We'll build on our strategy and create content and copy that sets you apart from the competition. Depending on scope, this may include foundational web copy, funnel copy, emails, and blogs.



4. feedback & edits

You'll have the chance to comment on the draft copy in up to two rounds of editing. Once you've signed off on the final version of copy, we'll deliver it to you in Word or Google.



5. regular check-ins

After we've launched, we'll revisit your copy to make sure it's still performing. We'll then correct for minor variances or develop a plan to build on our successes with new content.



software as a service

For an established SaaS start-up, WRIXON developed a voice that was technical and knowledgeable, but casual and relatable. Copy elements included:

- a full package of website content
- a landing page and lead magnet
- a long-form sales page,
- two email sequences: post-webinar activation and onboarding.

The sales page helped generate over \$9,000 in subscriptions in the week after launch. Onboarding copy converts 10% of trials, and the webinar sequence earned five figures during the campaign.

“Working with WRIXON was a pleasure. **They were able to achieve exactly what I had hoped for**—and that they stood by their work with a satisfaction guarantee was extremely reassuring.” — Cliff Almeida



nutrition entrepreneur

A web agency focusing on nutrition entrepreneurs contracted WRIXON (at the time a generalist agency) to work with a client looking to gain traction nationally.

WRIXON recommended an SEO-focused edit and a “content upgrade” strategy—where visitors would read a popular blog post and be offered a piece of closely-related downloadable content in exchange for their email address.

Traffic to the page increased by 177,000 visits year-over-year. The client added more than 20,000 new subscribers to her email list in the first year alone. The page continues to add thousands of subscribers every year.



After one call with WRIXON, they were able to identify a strategy for this project that continues to deliver amazing results for our client. If you're looking for high-converting content, you need to hire WRIXON.”
— Stephanie Hofhenke



consultants

A consulting team in the disability space were asked to publish an article in a large industry newsletter sent to more than 1,600 of their ideal clients.

They contracted WRIXON to write a signature article. We interviewed them, then took what they told us and applied a proven framework that persuaded and educated their readers.

The result was a highly readable article that paved the way for additional requests for publication, as well as guest speaking slots at industry conferences.



“We’re beyond happy. **We’re seen as thought leaders now, which opens a lot of doors.** And now that we know how easy it is to have WRIXON ghost-write for us ... We wish we’d done it sooner.” — Craig DeFasselle



disinfection service

For a cleaning company with a disinfection product to combat COVID-19, we were asked to create keyword-rich, conversion-focused website copy.

We ran them through our Strategic Identity System process and wrote a multi-page site... at which point the client's business was acquired by a larger corporation.

Pivoting quickly, we folded the new property into the parent site, editing all the copy so it spoke in one voice.

As a result, website traffic increased 43%—and on-page engagement grew by 450%.



*“Combining two brands could have been a real challenge, but **we were fortunate to have WRIXON as a solid partner** to usher us through the process.” — Monique Burgess*





what our **clients** are saying

“ *Until you can find a clone to write for you, WRIXON's the next-best thing. Work with Aaron. He is everything you've been looking for in a writer and a hell of a lot more.*

Erin Pheil,
Followbright

“ *It's no secret that business writing is generally awful. If you want to buck that trend, you want WRIXON. Aaron is an excellent copywriter and a great addition to any marketing team. He's business-savvy, reliable, and delivers business copy that even I want to read.*

Patrick Sheffield
The Moore Agency

“ *I had worked with other copywriters and they all left me saying “blah.” If you're looking for an awesome writer, don't think about it—work with WRIXON.*

Marc Gutman
WILDSTORY

Aaron "gets it" completely and knows how to write copy that gets the audience to take action. I was extremely happy with the results.

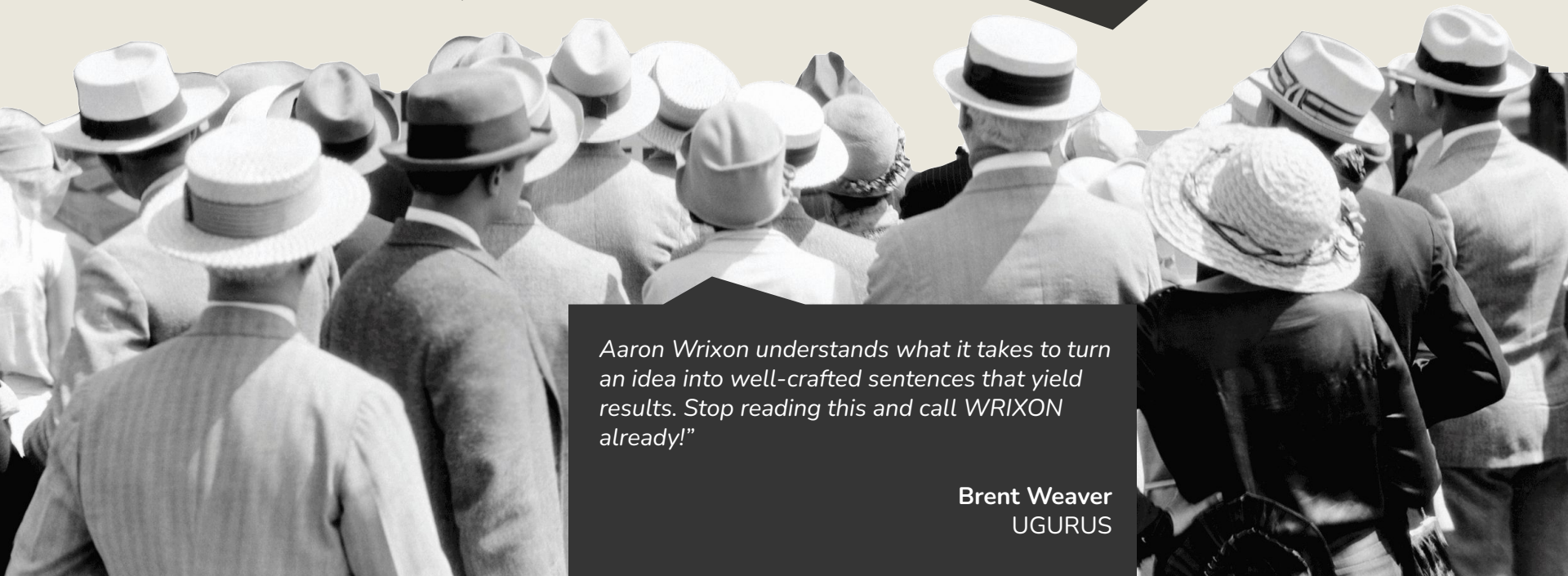
Jason Ferguson
New Horizons

I've worked with dozens of writers and hundreds of creatives over the years and Aaron is among the best. His style is concise yet descriptive and manages to bring even dull subjects to life.

Colin Fenby

Aaron Wrixon understands what it takes to turn an idea into well-crafted sentences that yield results. Stop reading this and call WRIXON already!"

Brent Weaver
UGURUS



about **working with us**

We charge flat fees instead of billing for services by the hour or by the word. With flat fees, you'll know ahead of time how much you'll invest.

(Don't worry—our fees are guaranteed and fully refundable until the close of a content project.)

Our fees range from a project minimum of \$2,000 to \$20,000 and up.

But no matter how much you spend, remember that “words on a page” won't help you grow your business. It's the way you use those words that makes the difference.





our guarantee

We want you to feel as confident in our work as we do. That's why we offer a no-fee, risk-free guarantee: You'll be happy with our work, or you won't pay.

It's simple. If you don't like it, we'll fix it. And if for some reason we can't, we'll refund your money—and you'll get to keep the copy. No hassles, no questions asked.

Why are we so comfortable offering this guarantee? Because we've never had a client ask for it.



A grayscale background image showing a man in a suit and hat standing next to two vintage cars on a racetrack. The man is on the left, looking towards the cars. The cars are in the center and right, parked on a track. The overall scene is dimly lit, with a dark, moody atmosphere.

ready to get started?

We'd love to learn more about your copy needs. Let's talk about whether WRIXON can help your business get results.

[Schedule a meeting](#), call us at 289-812-8043, or email aaron@wrixon.com.