

Sales Copywriting Coaching Puts Paradem on the Right Track for Success



THE CHALLENGE

- Paradem came to Copy Dojo with the goal of updating their sales copy to reflect their current product offering. They wanted a website that would pull in prospective clients, and communicate what they do simply but effectively. In addition to developing website copy, they needed a content framework to inform their future copy.



THE PROCESS

- We worked collaboratively with Paradem's team to identify and profile their target customers, needs, desires and reasons for working with Paradem. With this information, we enabled them to gain insight into how to communicate as effectively and succinctly as possible. This methodology enabled them to quickly move from an information architecture to a well-structured website.
- Our goal was to provide a framework for developing sales copy that stayed true to their brand. While the focus was initially on the website, the same techniques can be used for all other parts of Paradem's marketing strategy.



THE RESULT

- Early testers of the website responded positively to the new copy. For Tara, *"the greatest impact internally, however, has been the unity of vision and enthusiasm that has emerged through the content development process, thanks to Eric's stewardship."*

"We would highly recommend working with Copy Dojo and look forward to consulting them on future projects. Working with Eric was a pleasure: his passion for copywriting drew us to him, however it was his ability to listen and empathize that made the engagement valuable to our business."



**- JON
LEBENSOLD**
CO-FOUNDER

"Copy Dojo was very generous with their time and the feedback they gave us. Eric responded quickly, truly listened and understood our company values, and guided us on the right path"



ABOUT PARADEM

Paradem is a software development company that specialises in web application development. Their software is built to empower both people and businesses. Its results-driven, collaborative process of design and development creates intuitive user interfaces.



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