

Welcome!

-- Copywriting by Michael Antonicelli --

Hi. Thanks for your interest.

Here you'll find some background about me and my process:

What kind of copywriter are you?

My focus is conversion — writing that achieves an action like a sale or lead.

What kind of copywriting work have you done?

Though I mostly have experience in B2B software, tech, and eCommerce, I also create marketing materials for B2B & B2C companies in:

- Facilities Management
- Marketing Analytics
- Real Estate
- Non-Profit
- Food
- Health

What's your process?

I go deep on research to understand your product or service, customer, and goals.

First, I'd like to get as much information as possible *from* you -- to do the best copywriting possible *for* you.

I'll set up a shared folder so you can easily drag & drop the background material.

Below is a checklist for the type of background material that I'll need before getting started. All is not necessary; this is an exhaustive list. But please remember the more I can get, the better the copy will be.

Checklist for Background Material:

- ☐ Websites
- ☐ Social Media
- ☐ Previous Ad Copy
- ☐ Market research
- ☐ Press kits
- ☐ Brand Guidelines
- ☐ Competitor's Ads, Sites, And Literature
- ☐ Brochures
- ☐ Annual reports
- ☐ Catalogs
- ☐ Article reprints
- ☐ Technical papers
- ☐ Copies of speeches and presentations
- ☐ Audiovisual scripts
- ☐ Advertising plans
- ☐ Letters from users of the product
- ☐ Back issues of promotional newsletters

For New Products:

- ☐ Internal memos
- ☐ Letters of technical information
- ☐ Product specifications, blueprints, plans
- ☐ Illustrations and photos of product prototypes
- ☐ Engineering drawings
- ☐ Business and marketing plans
- ☐ Reports
- ☐ Proposals

After receiving this information, I'll be 90% done. A few follow-up questions will catch that last 10%.

What is Superfantastik?

You'll be seeing that a lot; Superfantastik CG Inc the name of my incorporated freelance business.

Revisions

Two revisions are included within 30 days of first draft submission, as long as they are not a change in the assignment of the copy after it's been submitted.

After 30 days, rewrites can be made at a separate negotiated fee.

Results

Although I do guarantee your satisfaction with the delivered product, I cannot guarantee specific results. There are a number of moving parts to your marketing — demand, market forces, timing, price — beyond the influence of the copy.

Client Testimonials

📌 *"Michael has a knack for reaching—with words—the goal of the project.*

(Before hiring him) my concern was the unknown: Would I receive the quality of content needed?

Michael was, instead, inquisitive about our business. He tailored our message to meet the needs of our audience. No feedback seemed to catch him off guard."

- Heather MacNeill
Marketing Director (Former) for Vixxo Facilities Management Services

📌 *"Working with Michael has been great. He did the research to understand my services. And hit on the tone I wanted."*

📌 *"Michael is a great writer who takes time to really understand business goals. We'd work with him again in a heartbeat!"*

Let's get to it!