



BRAND VOICE GUIDE

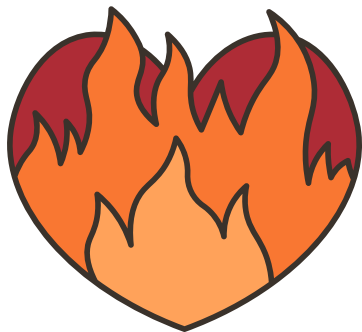
[QUEEN OF WORDS]



With passion to mastery

I write texts that don't make us sick. I offer marketing techniques based on empathy, relationship, and psychology. I write texts that people read. Because when I do something, just enough is not enough.

MY CORE VALUES



PASSION

Because just enough is not enough.

I always deliver my best and always put my heart into my job. No half-hearted measures, no easy solutions. Because what is worth the prize is worth giving it all. You do your best in your business; you are worth giving it all.



EFFICIENCY

Life does not fit into a textbook.

I know the theory, but I understand that every project is different.

EMPATHY

The customer is a human being.

Direct marketing does not work in the 21st century, and sleazy ads no longer persuade anyone. Why? Because the customers are human beings like us and today, they have more possibilities than ever before. Stop trying to trick them, and let us understand them.



HISTORY

I know their past, I know your customers.

I understand the complicated history of Europe, Central Europe to be specific. History shapes our minds, our stereotypes and in the end the way we make decisions. I believe in the power of historical knowledge.



MY CONVICTION CODES

PASSION

Company

I do everything with passion and commitment and put my heart into it.

Customer

I deliver my best with my writing so you can deliver your best in your business.

Community

[I want to inspire people to put their heart into whatever they are doing.

EFFICIENCY

Company

I work efficiently. I know the theory, but I know when to break all the rules because the project requires me to.

Customer

I offer my clients exactly what they need. I don't push more, yet if you want less, it won't work. I know what your project needs to work, and less won't do it.

Community

Some people look down upon pragmatic solutions because they are not by the book. I don't. I understand that life does not fit into a textbook.

EMPATHY

Company

I try to create different, new, original texts based on constant communication with the reader.

Customer

I ask and listen. My clients are also human beings, and I try to understand their needs and problems.

Community

If we stop trying to trick our customers and learn to understand them, trust will return to advertising.

HISTORY

Company

I share my historical knowledge with my readers and use historical metaphors in my brand.

Customer

I know that every nation has its history and to understand their buying decisions you should know it.

Community

I believe, that people should know more about history. It will not prevent them from repeating the old mistakes, but it will help them respect and understand each other.

MY MISSION

MY MISSION

Turn the swamp of the Internet into a sparkling clean river again. Write texts that people read. Craft copy and offer marketing solutions that don't bother people that don't try to trick them. To fill the Internet with copy that builds relationship and trust and help people. To create a world where just enough is not enough and people cannot get enough reading.



BRAND ARCHETYPE

THE HERO

Core Value

Mastery

Desire

to leave a mark and improve the world

Drives

to develop a vision and live by it, to be as competent as possible

Biggest Fear

weakness, incompetence

THE HERO

Current Frustrations

- I am tired of half-hearted measures and lousy, cheap solutions that only waste customers' money and resources.
- It pains me to see the entrepreneurs and freelancers who struggle while chasing customers and do not have time to deliver the best in their craft.
- I am sick of marketing tactics that treat customers like morons and forget that a human is on the other side of the line.
- I stand against generated content and write words instead.

THE HERO

Desired Changes

- Make people understand that marketing works only when done correctly, with strategy, empathy, and consistent brand building.
- Enable the entrepreneurs and freelancers who deliver the best in their business to focus entirely on their business and provide the best services for a fair price.
- To remind people that reading is a skill worth using.
- Inspire people to consistently deliver their best and pursue their goals passionately whatever they do.

BRAND PROFILE



Queen of Words is The Hero.

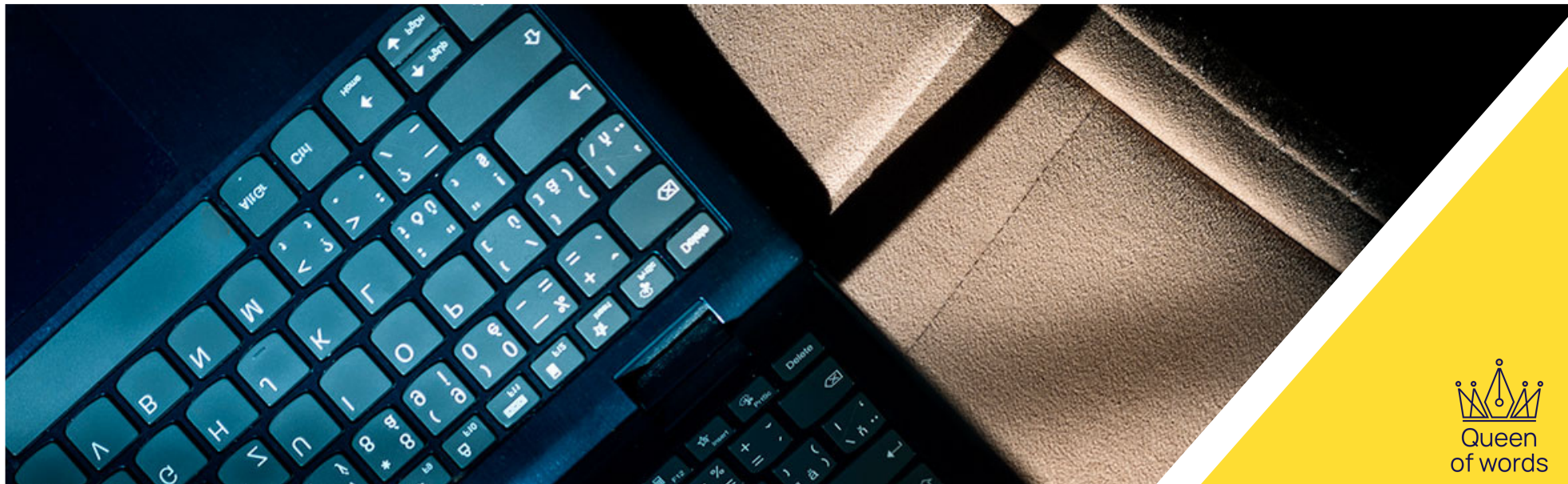
Queen of Words is a Hero. I value mastery above all else.

I stand against wasting time and resources on cheap, lousy solutions and haphazard marketing without a strategy. I am seeking to create a world where brands and businesses who deliver their best have time and money to constantly improve, where copywriters and marketers remember that a human is on the other end of the line, and a world where just enough is not enough and people cannot get enough reading.

BRAND PROMISE

BRAND PROMISE

I offer copywriting services, from crafting a brand voice to writing simple copy. In all my texts, I use the power of empathy and storytelling. People read and enjoy my texts and my copy builds relationship and trust, thus converting in the long run. I offer my historical knowledge to help my clients understand their Central European customers.



CUSTOMER ARCHETYPE



THE MAGICIAN

Core Value

Power

Desire

to leave a mark, to understand the laws of the universe and make dreams come true

Drives

to develop a vision and live by it

Biggest Fear

unintended negative consequences

THE MAGICIAN

Current Challenges

- They have a great product but cannot communicate its worth to the customer. Thus they don't earn as much as they could.
- They struggle with finding the right marketing strategy and words for their readers and don't have time to improve in what they do best.
- They don't understand the customer, don't know what to do first.

THE MAGICIAN

Desired Benefits

- They desire to sell the best product they can. To constantly improve their services.
- They desire to be successful in their business and have more time for themselves.
- They desire to leave a mark with their products and improve the world with them.

CUSTOMER PROFILE



Meet Elsa, the Magician.

She values power above all else.

She struggles to explain the worth of her outstanding products to her customers and desires to leave a mark through her creation. She is looking for a unique brand to help her find words to understand her customers and explain her product's worth to them so that she has enough time and resources to improve in whatever she does.

MY BRAND STORY

HOW THE PRINCESS GOT HER WISH...AND WISHED SHE HADN'T

In 2019, I got my Ph.D. in history.

People around me expressed their admiration. Two kids, teaching at the university, many publications, one blog, and an academic degree, what a Wonder Woman I was.

Yet, I did not feel like it.



After 5 years, I reached my goal. And with a sense of horror, I realized that I had never dreamt beyond getting the degree.

Now the game I played while being a student was over. I had to find myself a job as a historian or a university teacher, a career that used to be my dream. This kind of job was challenging to get. Thus, I had time to think for the first time in my life, and darkness crept into the vision ahead. Was I really born to be a scientist? Do I have what it takes?

I remembered the moments when I felt like an imposter talking to my brilliant colleagues. We had the same number of publications and conference presentations, but they seemed superior to me.

They lived and breathed for history, and for research, I had to push myself into it.

My heart was not in my work. My articles had not brought scientific breakthrough because I did not mean them to.



Yet, how could I change the path I had walked on so single-mindedly for years?

These thoughts started to haunt me, but the pandemics that struck the very same year showed the world that everything can change overnight.

As 2020 revealed to us all that nothing is certain, I had to learn new things. We all did. I created online material for my students, started another blog, and realized that the online world offers many opportunities. I learned about copywriting and discovered that contrary to what I thought, real writers didn't starve. I wrote some gigs, primarily for free to gain experience, created yet another blog, got some paid jobs, and thought about building an online business. But still, I did not give up the academic career I worked so hard to make. I could not give up history.

HOW THE PRINCESS BECAME QUEEN... WITHOUT A COUNTRY TO RULE

We went on a traditional wine-tasting trip with my family. The kids went to bed, and we sat with other guests in the beautifully lit garden of our guesthouse; moonshine shimmered on the swimming pool's water, and the house owner played guitar and sang. She seemed so happy. And I asked myself, why her and not me? Why could I not have a job I loved so much it made me sing? I knew the answer. She must have been courageous to buy a guesthouse and start her business, push it through the pandemic, and still sing with her guests with the covid crisis far from over.



Dreaming is one thing, but it takes courage to wake up and live your dreams. Was writing my dream? Maybe it was. But as I watched the lady with a lovely voice, I realized that my writing could have an impact, unlike my academic texts. I could help people. People like the owner of an excellent guesthouse who creates such an experience for her guests. People like the wine-makers who sold us this exquisite wine. And that was it. I knew what I wanted and could not go back.

Thus the brand Queen of Words was born. But beginning are never easy.

Queen of Words was meant to be a brand for people who wanted to do what they did best. But only some clients liked what I offered. They wanted some quick jobs. Few emails with direct sales. Haphazard blog posts to get traffic from Google. Webpage without proper branding.

I got tired. Was this the dream job? Working like an ass to write lousy texts that I knew would not have any impact?

I knew my copy would not make a difference and would not help my clients, but I still took their money. They got what they wanted, and I got paid.

I burned out; I needed a break. So, we went on a holiday. Skiing in the Alps. Because the Alps can heal every broken heart. Even the heart of a disappointed copywriter.

HOW THE QUEEN FOUND HER LITTLE KINGDOM

The snow was wet, and the area had plenty of flat tracks. When the snow is moist, it sticks to the base of your skis, which works like a break. I skied and watched as people around me struggled and used their poles to get moving, but I just floated along them. Because my skis had been vaxed properly.

Every ski expert tells you to wax the bases of your skis regularly, but most people don't do it. Because most people don't do things properly, they do just enough. And I realized that this is what makes me different. I never do just enough. I always put my heart into it and passionately give it all. This was why I left the academic career. I needed to strike the spark again to succeed in my copywriting career. I set out to craft a mission and decided this to be my trait.

In a world where it is customary to do just enough, I will give it all. Queen of Words was reborn.



After a while, I realized I attracted precisely that kind of client—those, who want to do things properly. As I strove not to compromise my values, I got better clients. Those whose values agreed with mine.

I offer copywriting services, from crafting a brand voice to writing simple articles. I help brands and businesses connect with their ideal customer and explain the worth of their excellent product or service. I use storytelling and empathy to craft texts that people enjoy.



My mission is to turn the swamp of the Internet into a sparkling clean river again. Write texts that people read. Craft copy and offer marketing solutions that don't bother people that don't try to trick them. To fill the Internet with copy that builds relationship and trust and help people. To create a world where just enough is not enough and people cannot get enough reading.



**MY
RALLY CRY**

MY RALLY CRY

Queen of Words is a copywriter. I write so that you can earn what you deserve and grow. My mission is to write original texts that work, don't make people sick, and help them instead. Write ads based on empathy and relationship. Write so that the Internet offers more texts worth reading.

You have a great product, and you deliver excellent service. Your heart and your passion are in your business. Let me help you connect with your customers and make them understand that you can give them what they seek. Don't waste time and money on marketing that does not work, and use what works in the 21st century.

I have experience and a portfolio to show. I am passionate about helping brands and freelancers who are passionate about their businesses. Do what you do best, and let me write your texts. Texts for people because that is what they are.

BRAND VOICE TONE

DECISIVE

INSPIRATIONAL

EMPOWERING

CURIOUS

PHRASE- OLOGY

Passion

Let the fire in your loose and pursue your goals with everything you've got

Magnetic tool

A marketing tool that attracts attention and creates loyalty.

The bigger picture

To see things in context, in our case - historical context.

#wholeheartin

I want to inspire people worldwide to put their heart into everything they do and do things properly instead of "just enough."

Do things just enough

To do something half-heartedly, without passion, without a strategy.

Lousy and cheap marketing

Marketing that is supposed to save money but wastes time and resources.



 <https://queen-of-words.com>

 @your_queen_of_words

 @Bara_Copyqueen