



BRAND VOICE GUIDE

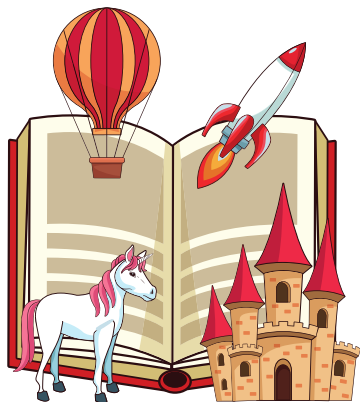
[QUEEN OF WORDS]



Trust the force of your story

I write texts that don't make us sick. I offer marketing techniques based on the superpower of psychology. I write texts that people read. Stories that stay with them and help them get their hearts' desires.

MY CORE VALUES



STORY

Whatever happens, the story stays with you.

Dos and don'ts are soon forgotten. The lesson in a story lasts for a lifetime. Stories make people read to the end; stories make them remember; stories fire up their emotions.

Whatever I write, the story is king.



CUSTOMER

Because the customer is not a moron.

Advertisement is here to help people. To help them buy what they want and find what their hearts desire. Customers are no morons; they are clever human beings. The key to your success lies in your customer's mind.

PSYCHOLOGY

Psychology is a superpower.

Psychologists never give up trying to understand what drives us. We are unaware of emotions, stereotypes in our subconscious, and triggers we barely recognize. How can we, as marketers, leave such a powerful tool on the table?



OPEN MIND

Life does not fit in a box; think outside of it.

Today's customers have seen it all; they are sick of advertisements and sick of texts not worth reading. Originality is more important than ever before.



MY MISSION

My mission is to change the marketing world from a swamp of manipulation and predictable tricks into a helpful and emphatic place where people respect and understand each other. I strive to achieve it by writing texts filled with stories and meaning using the superpower of psychology and always looking for new, untrodden paths. I envision a world where people trust what they read and buy what they need.



BRAND ARCHETYPE

THE MAGICIAN

Core Value

Power

Desire

Know how things work and apply these principles to getting things done

Drives

to develop a vision and live by it

Biggest Fear

manipulation, unanticipated negative consequences

THE MAGICIAN

Current Frustrations

- It pains me to see brands and freelancers not getting their worth because they disregard the superpower of psychology.
- I am sick of manipulative techniques that treat customers like morons and only make them distrustful of everything they see on the internet.
- I am tired of seeing the same techniques that customers already know used all over again.
- It makes me sad that people give up on understanding the most powerful tool there is - the human mind.

THE MAGICIAN

Desired Changes

- Make people see the superpower of clever marketing based on human psychology, empathy, and storytelling.
- Remind people to treat customers like human beings, not like numbers in their analytics.
- Teach people to always think outside the box and not be afraid to walk untrodden paths.
- Inspire readers to understand their customers and themselves, to tame the shrew in their heads, and make it work for not against them.

BRAND PROFILE



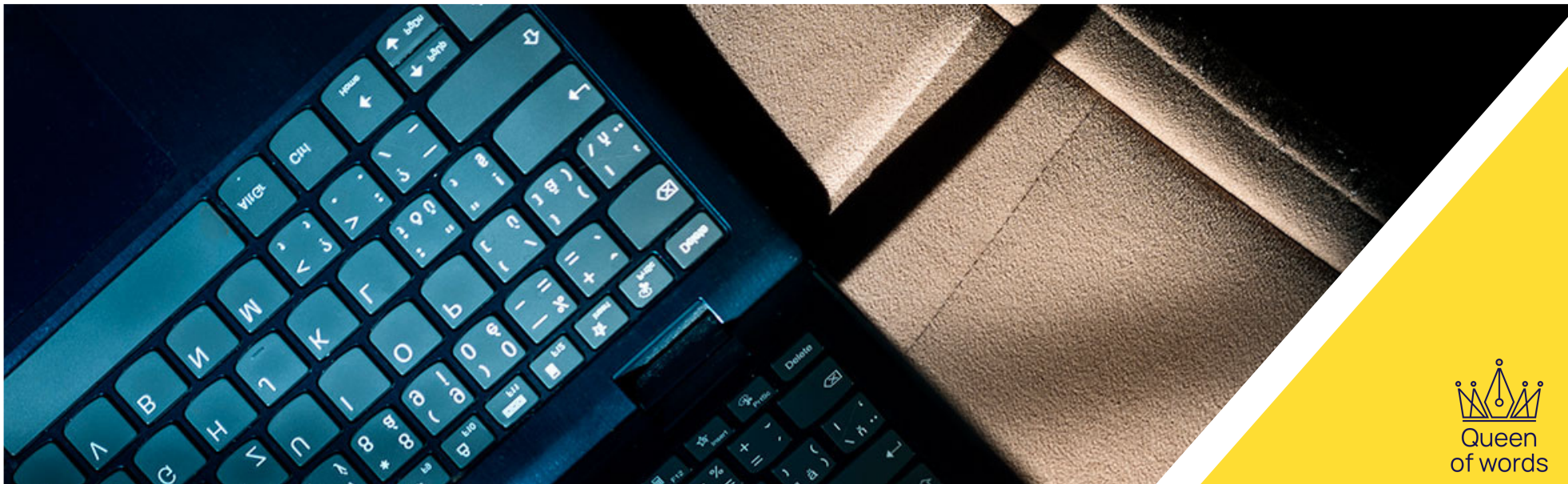
The Queen of Words is a magician.

I value empathy above all else.

I stand against manipulative techniques that everybody has seen before and the marketing that gave up on the superpower of psychology. I seek to create a world where brands and businesses gain the trust of their customers again and earn the value their great products and services deserve.

BRAND PROMISE

I write marketing texts, devise brand identity, and offer unusual marketing solutions to brands and businesses looking to connect with their ideal customer and explain the worth of their excellent products and services so that they can change the lives of their customers for the better.



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.

On maternity leave, 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? And I came to the sad conclusion that no, this was not me.

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, mainly for free, to gain experience, created 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.

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 enough 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? Sure it was. But as I watched the lady with a lovely voice, I suddenly 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 beginnings 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. 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. Stop writing some words, and only write the right words. Words gilded with the superpower of empathy I knew I had. Words that strike the precise cords in human psych   I have studied before and that I set out to understand even more.

The Queen of Words was reborn.



Turning down offers where I knew I could not deliver the best was scary. To refuse the jobs that would earn money to pay the bills and wait for the better ones. Yet, after a while, I realized I attracted precisely that kind of client—those who trusted the force of the right story and the superpower of psychology.

As I strove not to compromise my values, I got better clients. Those whose values agreed with mine.

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MY RALLY CRY

I write so that you can earn what you deserve. My mission is to write original texts that don't make people sick and help them instead. Write ads based on empathy and psychology. 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 techniques they have already seen, and use what works in the 21st century. Give up on tricks and manipulation and use the force of a true story.

I have experience and a portfolio to show. I am passionate about helping brands and freelancers who are passionate about their businesses. Trust in the force of the right words, the superpower of psychology, and the truth in your story. May the force of your story be with them.



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

 @your_queen_of_words

 @Bara_Copyqueen