

# HARPER KEA STORYTELLING

Website + Sales Page Copy  
Portfolio



July 2022



# LIMINAL STATES

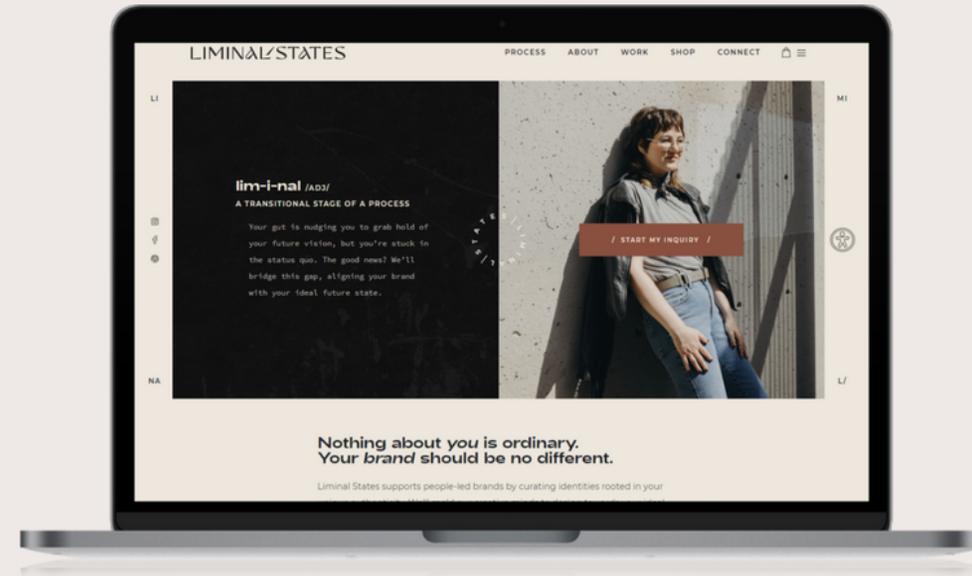
Project: Website Copy

**Brand Identity + Voice:** A brand designer who thrives off their unique demeanor and values; uses quirky/quippy expressions; authentic, inclusive and humanistic; welcoming to all; strategic in design; strongly anti-hustle and embraces the creative process

**Brand's One Liner:** Liminal States supports people-led brands by curating identities rooted in your authenticity.

## Copy Snippet

Brands stand the test of time when they're fueled by the people who lead them. Our goal is to empower you to show up in your brand as your honest self—quirks and all. Our mindful approach will identify golden nuggets that link what matters most to you and your people, enabling us to build a future-proof identity that speaks true to your brand.



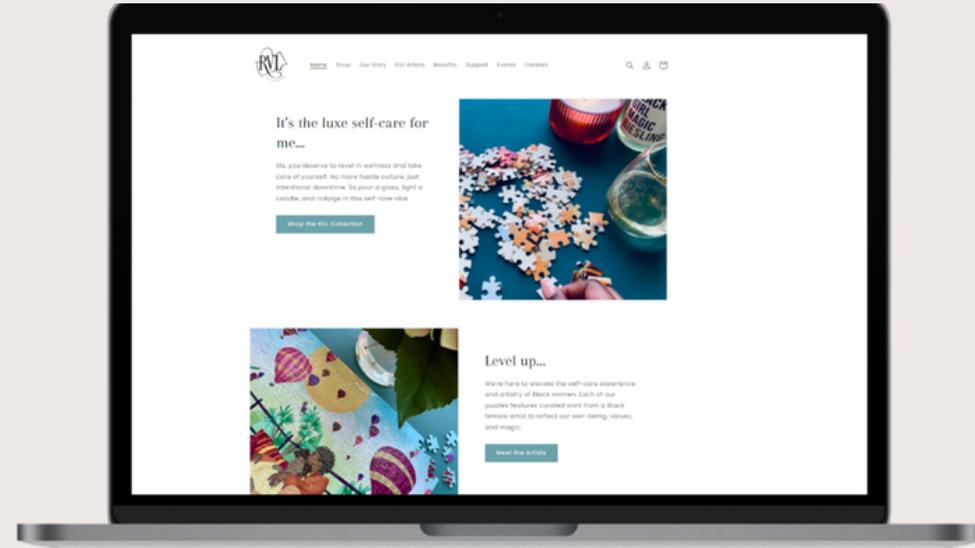
[Visit the Website](#)

# RVL Wellness Co.

**Project:** Website Copy + Packaging Copy

**Brand Identity + Voice:** A luxe wellness company; endorsing Black luxury; encouraging/reminding Black women to prioritize their wellness through mindfulness; supportive; indulgent yet relatable; bougie aunt vibes; large emphasis on rest and mindfulness

**Brand's One Liner:** At RVL, we create puzzles for Black women to enjoy dedicated moments of self-care.



## Copy Snippet

There's no better feeling than completing a task and saying, "I did that!" The starting point may be a bunch of jumbled pieces--but with patience and hard work, we can create order and reveal the final masterpiece. Sounds like life, right? Puzzles represent the result of our dedication and effort. And that rush of satisfaction at the end is worth it. Every. Time.

Visit the Website

# Healthy with Kelsey

Project: Sales Page + Emails

Brand Identity + Voice: highly relatable, body-positive health coach; embraces vulnerability; tell-it-like-it-is approach; Black/AAVE; confident and encouraging you to be the same

Brand's One Liner: I help you regain your freedom from diet culture and create peace with your body through intuitive eating.

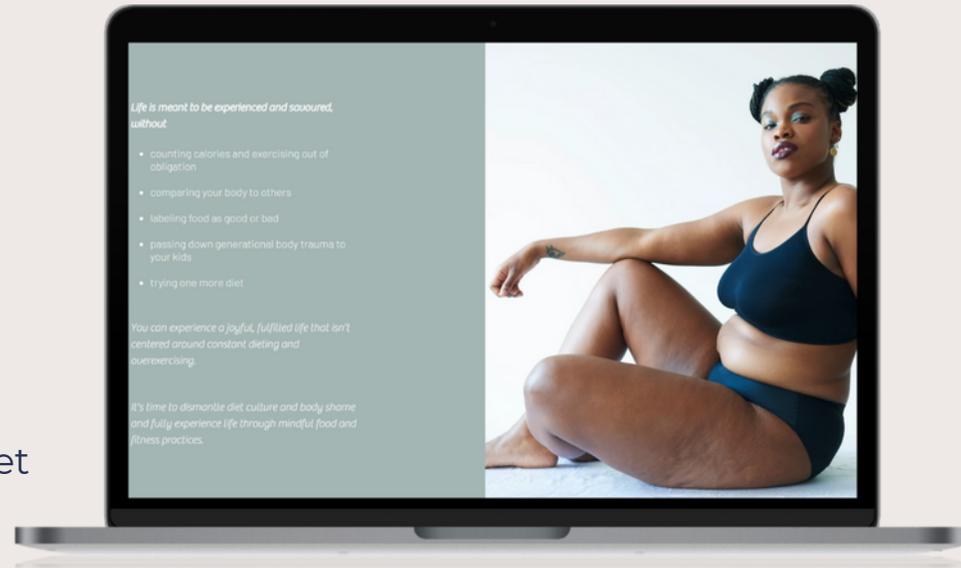
## Copy Snippet

Life is meant to be experienced and savoured, without

- counting calories and exercising out of obligation
- comparing your body to others
- labeling food as good or bad
- passing down generational body trauma to your kids
- trying one more diet

You can experience a joyful, fulfilled life that isn't fixed around constant dieting and overexercising.

It's time to dismantle diet culture and body shame and fully experience life through mindful food and fitness practices.



Visit the Website

# Kingdom Assistance

**Project:** Sales Page Copy + Ads Copy

**Brand Identity + Voice:** Christian designer who is Christ/Kingdom focused; the elevated service provider for small biz/entrepreneurs who have leveled up, striving for excellence, eager to help your business thrive through high-quality visuals; encouraging and supportive

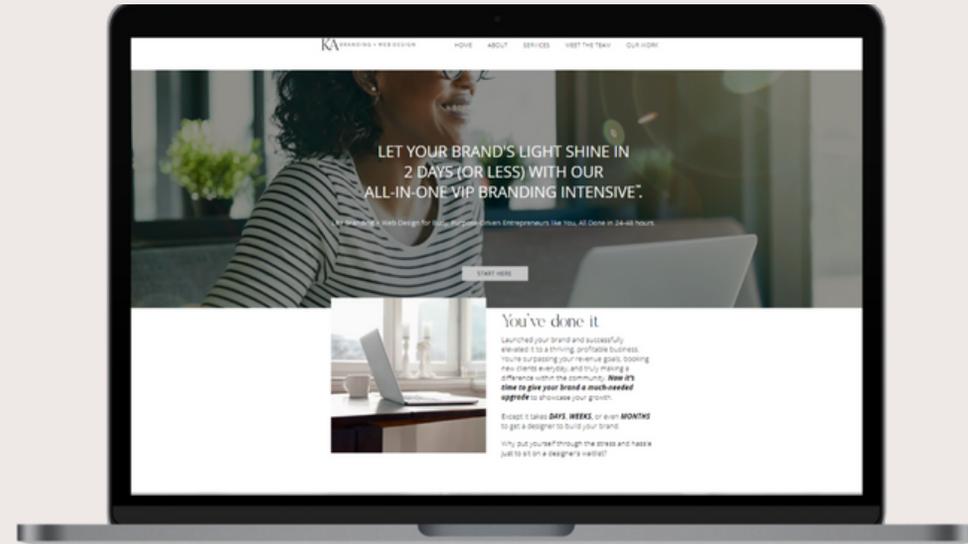
**Brand's One Liner:** Let your brand's light shine in 2 days with our All-in-One VIP Branding Intensive.

## Copy Snippet

You've done it. Launched your brand and successfully elevated it to a thriving, profitable business. You're surpassing your revenue goals, booking new clients every day, and truly making a difference within the community. Now it's time to give your brand a much-needed upgrade to showcase your growth... Except it takes DAYS, WEEKS, or even MONTHS to get a designer to build your brand. Why put yourself through the stress and hassle just to sit on a designer's waitlist?

...

With the All-in-One VIP Branding Intensive™, you skip the long, drawn-out process and receive a full brand and web redesign within 2 days. Finally, a comprehensive, design experience that's tailored just for you.



Visit the Website

# PD by Design

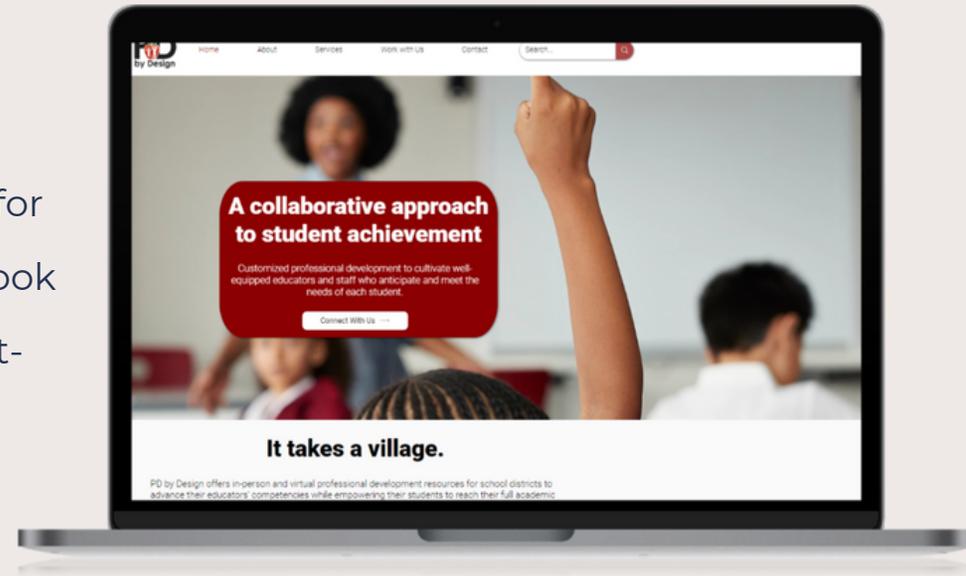
Project: Home Page Copy

**Brand Identity + Voice:** professional development trainer for educators; highly experienced and will give you the textbook and common sense training; professional but "tell-it-like-it-is" mentality; passionate; supportive; thrives off the village/communal approach

**Brand's One Liner:** PD by Design offers customized professional development to cultivate well-equipped educators and staff who anticipate and meet the needs of each student.

## Copy Snippet

With over 35 years in education, Fannie Williams has devoted her career towards endowing school administrators with the tools for its educators and students to reach their full potential. Fannie knows it takes coaction to create a culture of rising leaders who are both knowledgeable and positioned to contribute to the world. Her customized solutions and education consulting produce classrooms that positively impact students' well-being, bolster educators' abilities, and transform parents' participation.



Visit the Website

# The Smith Creative

**Project:** Website Copy

**Brand Identity + Voice:** brand + graphic designer who's compassionate; gives no fluff/straightforward; minimalist in design and demeanor; straightforward/clear-cut process to eliminate your stress; problem-solving; striving for excellence; strategic; and willing to help your organization inspire change

**Brand's One Liner:** The Smith Creative helps nonprofits and community-driven organizations create meaningful change through cohesive event branding and design.



## Copy Snippet

Home Page USP: Worthy cause. Strikingly clear event branding.

About Page: Everyone is capable of making an impact in this world. For me, it's by creating event visuals that support the goals of community-driven organizations—like yours. I understand how vital and time-consuming your work is. Adding branding and designing tasks to your growing to-do list won't cut it, especially when so many people benefit from how you make a difference in your community. That's why I'm here—to declutter your busy schedule with a seamless event branding process and deliver clear, cohesive visuals.



Website Forthcoming

# Archway Boutique

**Project:** Website Copy

**Brand Identity + Voice:** a one-stop-shop for organic mom and baby goods; compassionate tone; offering support to postpartum mothers; inviting and empathetic; soft and gentle approach; emphasis on giving moms a beautiful entrance into motherhood and enriching the mother-baby bond

**Brand's One Liner:** At Archway Boutique, we offer sustainable, organic goods to nurture moms and babies during their first year.

## Copy Snippet

About Page: The first year of motherhood welcomes you to a fast adventure filled with limited sleep, hands-on learning, and little time to find safe and comforting products. At Archway Boutique, it's our mission to slow the pace and shower new mothers with gentle care and guidance...

We believe there's a smoother path to motherhood, where moms receive postpartum essentials and babies are snuggled with safe, organic products. Our eco-friendly collection of apparel and goods enriches the mother-baby duo without sacrificing style, safety, or comfort...

When you empower a mother, both she and her baby thrive. It's our mission to give moms a welcoming passage into parenthood so they can create a warm and loving bond with their baby that will last a lifetime.



Website Forthcoming

# The House Champagne

Project: Website Copy

**Brand Identity + Voice:** professional, easy-going organizer who brings style and flow to your home; considerate; concise; accommodating in design; calm demeanor; thoughtful/calculated; striving for excellence in craftsmanship

**Brand's One Liner:** At the House Champagne, we help busy moms restore peace and function in their homes with well-designed and organized storage spaces.

## Copy Snippet

Home Page USP: Serving a tall glass of home organization

Home Page: From everyday meals to special occasions, you shouldn't feel panic whenever guests take a peek inside your closets and pantry. With our home organization solutions, it's time to put a cork into house shame.

Our tailored storage designs and organization setup fill your home with personalized style and timeless quality, so everything is in its rightful place. Go ahead. Leave the pantry and closet doors open.



# LET'S TELL YOUR STORY, ONE WORD AT A TIME

As your copywriter, I use strategic storytelling to frame your brand messaging. The result is a narrative that connects with your audience, builds loyalty, and drives in sales.

Ready to ignite the magic? Contact me to get started on your website copy, email, and social media services.



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