

EMILINA LOMAS

From a Fortune 100 firm to retraining as a Nutritionist and moving country, Emilina is a well-rounded, enterprising and highly-skilled niche health and fitness writer with a wealth of clinical and professional experience.



PROBLEM

Thousands of new health, wellness and fitness products or services are created and released daily.

The people behind these brands believe that their product is the next big thing, assuming the product alone will result in sales and growth.

But there is so much competition, and the average person struggles to understand the benefits of your product or service.



Problem 1

Your brand is new in a highly competitive market.

Problem 2

The average person doesn't understand the health benefits of your product or service.

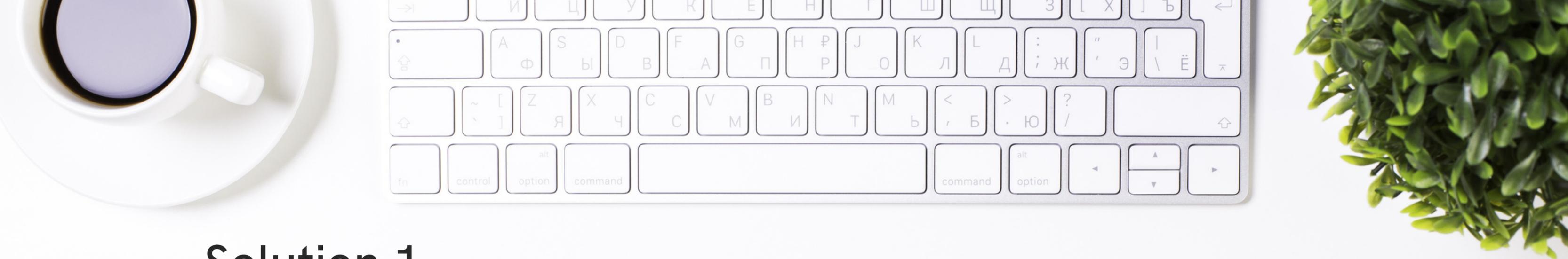
Problem 3

Your brand doesn't have a voice, so fails to build a community of loyal customers.

THE UTOPIA

Working with a health and fitness writer who has real credentials and clinical experience in the health industry will bring authority to your brand, give your brand a unique, relatable voice to build a community, and help to legitimize and demystify the claims made by your product or service for the average person to understand and connect to.





Solution 1

A health and fitness writer with legitimate credentials understands the science behind what you're selling, to convey this to customers to create a *need* for your product or service.

Solution 2

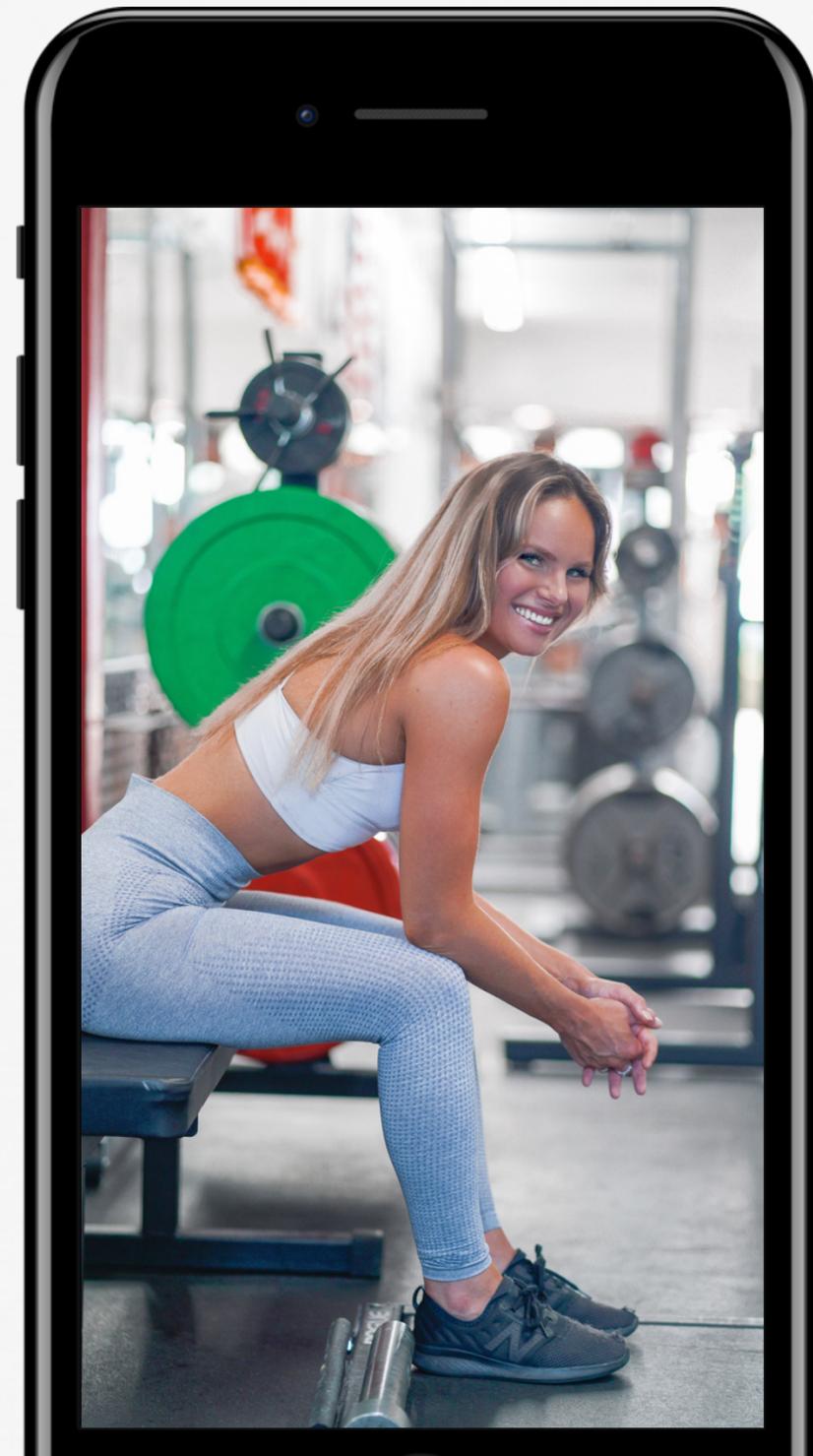
A health and fitness writer who is actively involved in the health and fitness industry understands - and often *is* - your target market. You get the insider scoop.

Solution 3

Effective copy and content brings authority to your brand - a voice is created that speaks to your target consumers, which increases site traffic, leads and growth.

Introducing: Emilina Lomas

A health and fitness writer who can transform your health, wellness or fitness product or service into the next big thing.



WHY YOU SHOULD HIRE EMILINA

Reason 1

Emilina is a qualified nutritionist (BSc, MSc & A.Nutr.) and personal trainer, who is actively involved in the health and fitness world.

Reason 2

Emilina is an articulate, educated and informed niche writer, certified in SEO (UCD), who is skilled in bringing a brand to life through content.





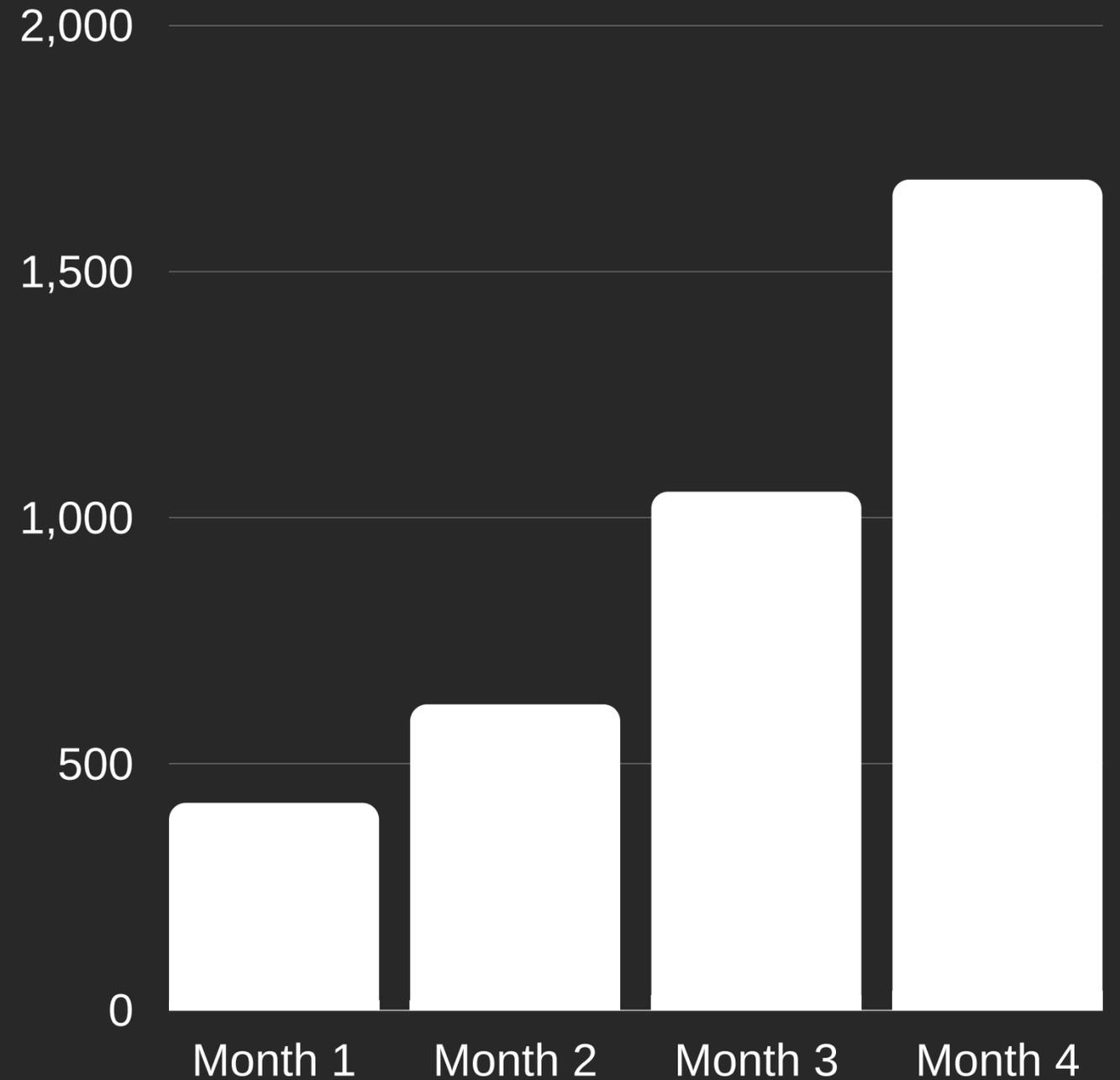
EMILINA'S BACKGROUND

After graduating from a top London University with a bachelor's of science degree in Medical Anthropology, Emilina started working in consulting for a Fortune 100 firm. After realizing this was not her true passion, she got her master's degree in Nutrition and qualified as a personal trainer. She began working as an online health coach, and found her way unintentionally into health writing.

Her natural flair for writing and her pervasive enthusiasm for health and fitness allowed her to quickly gain traction as a health writer, working with top clients in the health and fitness industry.

TRACTION: CASE STUDY

The graph on the right is a **real** example of blog traffic experienced by one of my clients after 4 months worth of blogging and a content overhaul. The client went from 400 subscribers to more than 1,600, which generated leads, an increase in clients, brand authority and loyalty and of course - profit!





What types of content are on offer?

- SALES COPY
- WEBSITE CONTENT (LANDING PAGE, ABOUT ME, PRODUCT DESCRIPTIONS)
- BLOG POSTS & SEO ARTICLES
- SOCIAL MEDIA POSTS
- PERSONAL TRANSFORMATION ARTICLES
- MISSION STATEMENTS
- EMAIL MARKETING CAMPAIGNS
- PRODUCT REVIEWS

AND MORE...



AS SEEN IN



Health



The Vertical Diet



Breaking Muscle

WHAT PEOPLE ARE SAYING

Emilina has more than 250 5* reviews on the freelancing platform Fiverr, click [here](#) to read some of them, or check out some of the highlights here.

DAVID, PERSONAL TRAINER

Emilina went above and beyond my expectations. In the past, I have been quite skeptical when hiring writers to produce content pertinent to my target audience. My experience with Emilina is that she knows what you need more so than you do and will put her unique touch on whatever project you present to her. It is apparent that writing is a passion for Emilina and that she takes great pride in the quality of service she provides. I am 100% certain that I have found a writer for all of my future projects. The work provided is worth every penny and then some. HIGH VALUE SERVICE!!

CODEY, BONDIORGANICS FOUNDER

We're building a brand from the ground up, so consistency in branding and content is essential. Emilina reviewed our branding and content, as well as our brief and delivered amazing content. The content was perfectly suited to our brand, and she nailed every element. We had multiple products that required copy and the tone was consistent throughout, whilst adhering to the strict food code laws in Australia. Good job! thanks so much. Will be using you for all of our brand copy!

JULIA, FITNESS INFLUENCER

First time i'm working with Emilina and i'm really pleased. She delivered the article sooner than i expected and it is a very good quality, very well written & informative, i didn't need any revision. I totally recommend Emilina and will definitely work with her again.

WILL, AQUA RAIN FOUNDER

As far as I am concerned; this professional content & copywriter is in a league of her own. I only had to answer a few of her questions. And I only had to outline my thoughts, just once. You have breathed 'LIFE' into my invention! You have relived me of my 'STRESS'! And I have every intention of acquiring YOUR professional skills, until this project is completed. And then I will ask for your help, in the next venture and the many more that follow. Thank You So Much for holding up your end of the deal. WELL DONE; WRITER!

JONAH, PUBLICIST

Working with Emilina was a great experience. She delivered an outstanding article ahead of schedule that needed zero revisions.



HOW EFFECTIVE CONTENT WRITING BUILDS YOUR BRAND

SEARCH ENGINE OPTIMIZATION

Based on keyword research, effective content writing boosts a company's ranking on Google, driving organic traffic to your site from your target consumer.

INFORMS, ENTERTAINS, INSPIRES, EDUCATE

There are four goals of content marketing. If your content isn't benefiting people's lives, they will not engage with it. Share the content you want to see.

CONNECTION = LOYALTY

The way you build a community of loyal consumers is to create a brand that they connect with. You could have the best product in the world, but if you don't give that brand a voice - your consumers won't personalize it and be loyal to it.



CURRENT STATISTICS

84% OF B2B MARKETERS ARE
OUTSOURCING CONTENT
CREATION

67% OF MARKETERS SAY SEO
IS THE MOST EFFECTIVE
MARKETING TACTIC

CONTENT MARKETING
GENERATES OVER 3X AS MANY
LEADS AS OUTBOUND
MARKETING AND COSTS 62%
LESS

SMALL BUSINESSES WITH
BLOGS GET 126% MORE
LEAD GROWTH THAN
SMALL BUSINESSES
WITHOUT

AFTER READING
RECOMMENDATIONS ON A
BLOG, 61% OF U.S. ONLINE
CONSUMERS MADE A
PURCHASE

WEBSITES WITH BLOG CONTENT
HAVE 434% MORE SEARCH ENGINE-
INDEXED PAGES THAN THOSE THAT
DON'T PUBLISH

PUBLISHING 16+ BLOG POSTS A
MONTH BRINGS 3.5X MORE TRAFFIC
THAN PUBLISHING 0 TO 4 ARTICLES



PRICING

Content starts at \$0.25 per word.

Retainer options are available on request at a discounted price.

Emilina is a highly skilled niche writer with credentials in the health industry, pricing is based on market value.

Click here to schedule a FREE consultation for your project -
<https://www.emilinalomas.com/work-with-emilina>



THE PROCESS

How to work with a freelancer



If you are unsure as to the process of working with a freelancer, please follow these guidelines.

1. After a free consultation, the client and/or Emilina will decide a topic.
2. The client will receive an invoice with the delivery date and pays upfront.
3. Emilina will do research on the chosen topic (SEO, keywords, clinical research, market research).
4. Emilina will complete the deliverable in the agreed timeframe.
5. If there are amendments, they will be made in due course.

THE PROCESS

Rules of engagement

If you are unsure as to the process of working with a freelancer, these are rules of engagement that Emilina requests you adhere to.

- Please do not email prior to the delivery date to ask for updates about the work.
- Please agree prior to the project starting whether you will need amendments.
- Please explain the project in DETAIL, including specifics of anything you'd like Emilina to cover - it is not acceptable to request topic or focus changes after the work has been delivered.
- Please do not call unannounced, calls have to be scheduled in advance.
- Do not ask for discounts. The pricing is extremely fair comparable to market, especially including Emilina's niche skills and credentials.
- Content is written in American English unless requested prior.
- Research will include the most relevant and most accurate sources (this date back if it's the only reputable source). If you *only* want recent research please request this prior.
- Pictures are not included, if requested, an additional charge will be added.
- Please do not ask Emilina to fabricate research or claims based on your preferred focus.
- Emilina needs to be credited as author or co-author. If you want ghostwritten content, this will be an additional charge. Stealing work is a legally punishable offense.
- Please do not request minor changes like adding in website links or changing dates relevant to your business.



THANK YOU!

Looking forward to working with you.

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