Website Copy

Work With Tejas Anjankar   14th June 2023

- **Brief**
  - **Client**: CryptoCoin
  - **Project**: Website Copywriting
  - **Objective**: To create website copy for CryptoCoin that will help to inform and engage potential customers and increase conversions.
  - **Target Audience:** Cryptocurrency enthusiasts and investors, including both experienced and new users.
  - **Tone/Style**: Conversational yet informative, with an emphasis on the benefits of using CryptoCoin's services.
  - **Copy Length:** 500-1000 words.

Home page

The most transparent way to transact in the crypto world; CryptoCoin

Getting started with CryptoCoin

Peer-to-peer | Decentralized | Owned by no one | International acceptance | Low processing fees

Welcome to CryptoCoin, a revolutionary peer-to-peer, decentralized modern-day cryptocurrency and payment method.

CryptoCoin is an open-source, decentralized cryptocurrency, owned and controlled by no one making it the perfect solution for everyone looking for a secure, fast, and reliable way to make payments and store value.

By utilizing blockchain technology, CryptoCoin offers a revolutionary form of digital currency that allows users to make transactions with minimal fees and little risk of fraud or theft. With its strong security, fast transaction speed, and low transaction fees, CryptoCoin is a highly competitive option for those looking to invest in digital currency.

Why is CryptoCoin better?

CryptoCoin is better because it offers a number of advantages over traditional currencies, including increased transparency, decentralization, improved security, and a focus on community.

With CryptoCoin, transactions are stored on a public blockchain that can be viewed by anyone. This allows for greater transparency, as users can easily track their transactions and verify the authenticity of each transaction. Additionally, CryptoCoin is decentralized, meaning that it is not regulated or controlled by any central authority. This makes it more secure and resistant to manipulation, which helps to protect users from fraud as well.

CryptoCoin is suitable for both individuals and businesses, here is how!

CryptoCoin for individuals

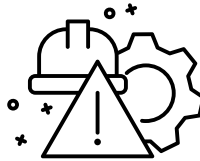| Make payments from our app	Complete control over your money	Accepted everywhere	Works internationally	Protects your identity

CryptoCoin for business

No fees to receive CryptoCoin	Complete control over your money	Added safety and security	Freedom to conduct business from anywhere

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Brief:
Single pager website for Graphic Design coaching institute.

We are looking for a copywriter to create compelling website copy for our new graphic design coaching business. We want to capture the attention of potential clients and convey our message of providing guidance and support to help them reach their goals.

The website copy should focus on the benefits of hiring a graphic design coach, such as improved confidence, better productivity, and a more successful career. It should also emphasize our commitment to providing personalized services that are tailored to each client's unique needs.

We would like the copy to be concise and easy to read, while still conveying strong and powerful messages in a Q and A format

Home page

Softwares are not graphic designing

Learn real graphic designing with GDVidya!

| 1:1 Mentoring | Concept driven courses | Live projects | On-demand consultation |

What is GDVidya?

GDVidya is a one-of-a-kind graphic design training institute that follows a unique training model.

The model revolves around dedicated 1:1 mentoring. Every student here is paired with a mentor, the mentor trains the student following the pre decided conceptual graphic design syllabus.

The mentoring continues after completion of the syllabus. Now, the student has someone to ask for help while they are performing in the real world.

Why this unique model?

The GDV model came into existence when our team was trying to figure out why most of the graphic design courses failed. We found out that the major doubts arise for the students when they start working in the real world, the 1:1 mentoring model strengthens the link.

Also, our one-to-one teaching method allows students to learn to their potential. Everyone has a different learning pattern and speed, when learning in a group, hestiations, preconceived notions and a lot of other factors restrict the students' from asking the right questions. When they don't have to worry about all that, they learn better.

What is our 'softwares are not graphic designing' policy?

There is a myth propagated in the industry," If you know how to use the designing softwares, you are a graphic designer." We are trying to bust that myth.

We agree that the softwares make for an essential part of graphic designing but these softwares do not make the whole of graphic designing. It is an art of communicating visually, from choosing the right colors to the fonts selected, everything has a reason behind it. These core concepts make visual communication more effective.

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work with

Tejas Anjankar