

first chapter

CONTENT WRITER

20
21



FIRST CHAPTER

Overview

Creating effective content to bring your stories to life!

Traditional media has a place today, but more media channels and tools are entering the business realm. To be a successful business, you need a sound communication voice to tell your story. Whether you require authentic content for your website, blog, e-newsletter, or marketing campaign, a content writer's skills are essential.

Having someone with a writing style that appeals to your customers is crucial.

Content writing is predominantly a creative process with an understanding of the many different channels.



ABOUT THE COMPANY

Founded by Sandra Groves, who came to small business later in her working career after over twenty years with the Department of Conservation (DOC). She enjoyed working in the nature space and finding out about the work of conservation staff.

While Sandra was sad to leave DOC, she was excited to be working as a writer-consultant, continuing her work with DOC and a range of businesses, government departments, and tourism operators to tell their stories.

BACK STORY

First chapter was formed in 2020 to help people tell their stories in the present and for future generations. Prior to this, it was a side hustle for three years.

Our focus is **Nature**. We offer a range of content writing to help tell your stories.

KEY SERVICES

- Content writing – content strategy, website content, blogs, e-newsletters, profiles, case studies, ebooks, reports, news stories and more.
- Heritage research & writing – information signage, website content, brochures, reports, to name a few.

*“Communicating
unique stories
that are visible
to people now
and in the
future.”*



SANDRA GROVES

An East Coast girl, born in Napier, Hawke's Bay and raised in Wairoa before moving to Turanganui-a-kiwa Gisborne, where I spent most of my life. I am a storyteller focusing on nature stories which also includes heritage, tourism and the environment.

I am married to Kerry, and we have an adult daughter Alivia. We enjoy spending time together and in nature along with travel and catching up with family.

With a range of communications experience, I also have over 20+ years of working experience at the Department of Conservation. Prior to working in communications, I worked as a Personal Assistant, which provided a sound platform for the next career step.

BRANDING

First Chapter's logo and brand is; fresh, invigorating and connects with business, community groups, government departments and iwi.

The logo is a weave pattern like a page curl in a storybook. The typography has a cultural feel to appeal to the heritage of the country. The bilingual name for first chapter is 'te matatipu', which means first shoot (to begin to sprout), just like a new beginning on your journey to tell a unique story.

A brand is far more than a logo and colour scheme. It is the entire package and is mostly about what a business is trying to achieve.



first chapter

CORE MEDIA CHANNELS

Digital:

Website
E-newsletter
Marketing campaigns

Print:

Advertising
Brochures

Social:

Facebook
Instagram
Twitter
LinkedIn

FAQ

Do you offer content writing services from a distance?

Yes, technology is a wonderful thing. Sandra is happy to zoom-call clients if that would be helpful and offers a free half-hour discovery call.

What are your charges for your content writing services?

Each content writing project is unique. Sandra prefers to discuss rates with the client on a case-by-case basis. A quote is provided before any work starts. Sandra also has content packages available, which she prefers to discuss with a client in person.

What is your content writing process?

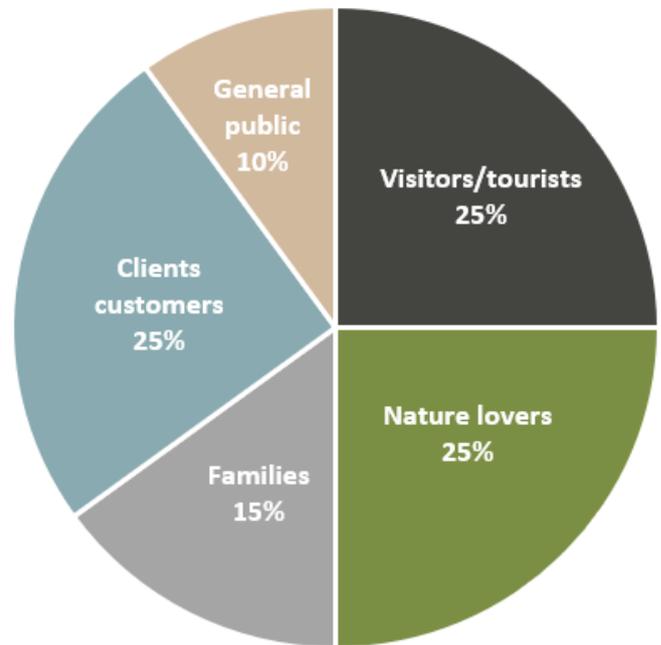
Sandra meets with a prospective client for a half-hour free discovery chat to get to know them and understand their project and content. She will also get them to complete a questionnaire that captures all relevant information about the project. This can be completed prior to the call or afterwards. The content writing is undertaken according to a checklist and agreed deadline. Proof-reading of all content is also undertaken. One free revision of content is included in the price.

Why are you different from others?

Sandra is different as she is passionate about helping people share their stories through the power of words. She has knowledge and experience in heritage research. Her style of writing lends itself well to content writing and producing compelling copy for a wide audience. You can see examples of some of her work on her portfolio site.

For the full list, visit www.firstchapter.co.nz

AUDIENCE



PACKAGES

Silver, Gold and Platinum content packages are available for those businesses who want to have a strong content strategy.

Sandra is happy to discuss your needs, and you can book a free 30-minute discovery chat.

CONTACT ME

Sandra Groves
Writer/Founder

(027) 712 3507
sandragroves@firstchapter.co.nz
www.firstchapter.co.nz