

*td.* TARUN DENNIZ

# INFORMATION PACKET

## GROW YOUR BRAND

Are you looking for more engaging, meaningful, and conversational  
digital content?

**YOU'VE COME TO THE RIGHT PLACE!**



[www.tarundenniz.com](http://www.tarundenniz.com)



@TarunDenniz



[content@tarundenniz.com](mailto:content@tarundenniz.com)



Tarun Denniz

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# HELLO, AND WELCOME

So, what brings you here? Most likely, you're looking for a writer who specializes in content writing, copywriting, and social media content. You need someone who understands the ins and outs of crafting effective web content and combines those skills with a passion for products that transform people's lives.

I'm sure you want to know how I can best be of service to you. If I was in your office right now chatting with you, you would be asking me questions. I've answered a few of your most likely questions here, and I'll be happy to address others when I video chat with you for a follow-up.



Read on if you're looking for a writer to deliver strong writing to push your company ahead of the competition, improving your reach and success.

## What are your qualifications as a content writer?

As a writer, my driving purpose is to tell stories that inspire and motivate the reader to take action on your offer. I talk to people about their lives, their companies, and their products. I use every resource available to research my subject. Then, I take the information I've gleaned and use it to build a story that showcases the best of what the person, company, or product has to offer.

My qualifications also include:

- AWAI Method for Copywriting
- Content Marketing, Social Media Marketing, and Email Marketing from Hubspot Academy -
- The Strategy of Content Marketing - Coursera (University of California)
- Breakthrough Copywriting - The Andy Maslen Copywriting Academy

## What is your experience in my industry?

I have worked in the insurance and healthcare industries for the last 18 years, gaining experience in sales, customer service, marketing, and contract negotiations. In 2010, I was awarded The Winner Circle Award by Aetna for making the most sales globally in the year.

For the last three years, I have been writing helpful and inspiring travel blog posts and articles for parents with young children on my personal blog - [Travel Clans](#).

Since 2020, I've expanded into writing on health and wellness. I recently wrote a guest post for **Living Smart Girl** on [Intermittent Fasting for men over 40](#).

## What types of projects do you undertake?

I can write a wide range of assignments. No project would be considered too small or too large focusing on B2B or B2C copy.

As a previous business development insurance expert turned freelance writer, I help companies translate their technical industry 'talk' so their prospects can better understand their products and services. As a blogger, I am happy writing various types of blog and social media posts.

I am therefore comfortable writing:

- Blog posts
- Social media posts
- Email marketing
- Landing pages
- Website Copy
- E-books
- Press Releases

## What does it cost to hire you for a project?

All you have to do is let me know the type of project you have in mind, and I'll quote you a price. The enclosed list of estimated fees gives typical prices for a variety of projects.

## Do you offer a consulting service?

I offer a free, online, 30-minute consultation session for each new project. I find this gives us the opportunity to discuss, at some length, your company's marketing and copywriting needs.

We can look to see where you may be experiencing profit gaps, areas in your marketing that could help raise your profile and importantly, your profit. During this time, we can start to map out a plan of action.

For some writing projects, 30-minutes is sufficient, but if you'd like a longer session, I charge for each additional hour.

### How do I hire your services?

Putting me to work for you is simple. Email me at [content@tarundenniz.com](mailto:content@tarundenniz.com) and let me know what you're looking for, and together we can come up with a solution that will suit your needs.

### How long will it take you to write my copy?

That will depend on your project. But needless to say, each project will receive my best attention and will be completed by agreed deadlines.

### What happens if we want you to revise the copy?

I am happy to complete two revisions, free of charge, for each assignment. So, if you have a project that is made up of 2 assignments, each assignment will permit revisions. My aim is to meet all your agreed project assignment specifications.

### Why would you be a good choice for my writing project?

My years of experience has developed and strengthened many assets that I now offer to my writing clients.

I will others speak for me on my behalf on the next page.

So, are you ready for me to tell clients your story? Give me a try, and I promise you'll be delighted with the results.

Best regards,  
Tarun Denniz

P.S. If you have an immediate need, [book a free 30-minute consultation](#) or email me the details at [content@tarundenniz.com](mailto:content@tarundenniz.com). There is no charge to discuss your project with you and give you a cost estimate. And there is no obligation to buy.

# WHAT OTHERS ARE SAYING ABOUT TARUN

## "The ability to first understand the subject..."

"One of Tarun's key strengths is his ability to first understand the subject matter very clearly before deciding on any action. That solves a huge problem of avoiding repair and rework.

Tarun is extremely meticulous in his research skills and is quite self-managed when it comes to learning and discovering on his own. At the same time, he is candid when it comes to asking questions until he is clear on the subject."

## "He is articulate, precise and to the point..."

"Another key trait in Tarun that I found very appealing is his communication skills, both written and spoken. He is articulate, precise, and to the point, yet effective in making the other side understand. He is effective in making complex matters simple. Tarun couples that communication skill with his brilliant training and coaching ability and is extremely patient and ensures he explains matters clearly to make it effective."

## "Recommend Tarun and his work to everybody..."

"I have also noticed that Tarun is quite dedicated to his tasks and ensures constant follow-up and timely delivery of tasks assigned to him. This makes tasks quite simple, as he is extremely dependable on getting things done as per schedule. I'm personally engaging Tarun for a start-up that I am leading and would definitely recommend him and his work to everybody who would like to engage with him or his services."



## Aju Samuel

Founder Director, The Performance Factory

### "He is a talented writer..."

"Tarun demonstrates skill, competence and patience at every turn and has proven to manage challenging situations in an organised and efficient manner. He is a talented writer with a creative edge and thorough researching skills that make him a credit to any position or project."

- **Muneeza Kizilbash, Content Manager**

### "His outstanding communication skills..."

"Tarun is someone who has always stood out for me because of his effortless ability to connect with people. His excellent rapport with people is because he can quickly break down barriers that stem from his outstanding communication skills."

- **Dr. Rakesh David, Post-doctorate Researcher at University of Adelaide**

### "Fresh perspective on..."

"Tarun Denniz has been a great guest post source for my website Living Smart Girl. My readers love his fresh perspective on health and wellness. His post *7 Ways Intermittent Fasting Helps Men Over 40* was thoughtful, well researched and was filled with humour and personality. I will continue to use him for guest posts for my site. My readers absolutely love it...highly recommended!!!"

- **Rochelle Stivers, [LivingSmartGirl.com](http://LivingSmartGirl.com)**

### "Always extremely dedicated and enthusiastic..."

"I have known Tarun for over 10 years. We worked together at Aetna for 2 years and became friends outside of work which has continued throughout the years. He was always extremely dedicated and enthusiastic in his role at Aetna. He is a great communicator and puts all his energy into every task put upon him."

- **Amanda Short, Office Manager at W Gibbs Auto Engineering**

### "An excellent team player..."

"Tarun is witty and an excellent team player. He is a result-oriented professional and has proven this on a consistent basis."

- **Reuben Menezes, Sr. Projects Coordinator at ECM Group**

### "Provide interesting insights and takeaways..."

"I follow and have read his content pieces over the years and I definitely feel that they are well-researched and talk about the real stuff (which most writers don't always cover). They also provide interesting insights and takeaways."

- **Diana Fowler, Associate Vice-President of Development at eNyota Learning**

### "Has a good sense of humor..."

"Tarun is competent, dedicated and has a good sense of humour. He is passionate about things he believes in and I have known him not to be shy in expressing himself. He has excellent communication skills which allow him to connect with people from different backgrounds."

- **Mohamad Hamadeh, Head of SME & Individual - Middle East at Aetna**

### "A genuinely honest person..."

"Tarun in person is deeply passionate about helping those that are less fortunate. The thing that is most impressive is that he goes beyond not only monetary donations but also gives his time to care for and bring a smile to those that need it the most. He truly is a genuinely honest person and has their best interest at heart, for those he engages with."

- **Angelina Kumar, Founder of LDD**

### "Places great importance on treating people fairly..."

"Tarun is a conscientious, self-made man who places great importance on treating people fairly. He has a never-say-die attitude that has helped him bounce back stronger from the lows he's faced. His gregarious nature and sense of humour make him a great team player and a trusted friend."

- **Rajvin Jacob, AVP - Group Head of Corporate Communications at Network International**

### "Pleasant to work with..."

"I have known Tarun in a variety of capacities. He is professional and pleasant to work with, also shares his knowledge openly. I found him efficient and very competent. He is creative and always has different new ideas. Tarun is very sociable and has an incredible sense of humour."

- **Ziba De Vries, Operations Manager**

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# HOW I WRITE

## Contact and Communication Policies

As we start working together, it's important that we have fast and easy communication. The best way to contact me is via email, [content@tarundenniz.com](mailto:content@tarundenniz.com). I always return emails within 24 hours.

I'm at my desk Monday - Friday between 05:30 and 19:00 (GMT).

If you require a voice or video call, we can connect over a Zoom call.

## Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire. The purpose of this questionnaire is to define the scope of your project and to help me get to know a little more about you and your company. It will set us on the right track to achieving your business goals.

I will send you a link to the questionnaire via email. Please return it to me as quickly as possible — for most clients, that is between 1 and 3 business days.

On receipt, of your questionnaire, I will review and study it, along with any other documents you forward. From here, I formulate a short Project Plan. This plan will help clarify requirements to all involved. This plan will guide us during our Launch Call.

Between 3 and 10 business days, after I receive the Discovery answers, we will schedule a 30-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

## Investment and Getting Started

After the call, I will draft and send you an Agreement. If your legal team already have an Agreement, we can use that.

This agreement will contain the specifics of your project. It will outline exactly what I will be delivering, including project deadlines, as well as list your investment for the

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project and terms of payment. (Please note: I require 50% of the project total prior to commencement. Most clients prefer to pay via bank transfer or [wise.com](https://wise.com).)

I will begin work on your project as soon as we have both signed the Agreement and the 50% payment has cleared.

## Research

To produce the best writing material, my research process is comprehensive. I begin by reviewing your website and any other materials relevant to your Project Plan. From there, I will research the market, including your competitors. In some cases, if required, I will interview key members of your team and for case studies, interview your customer(s).

As needed, I will reach out to you for any additional details, and other resources.

You can be confident that I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

Be assured any information I receive is held securely.

## Collaboration

While working on your project, communication is key. I appreciate that you are very busy. Some clients like to leave me working on their project and wait until I have completed the first draft, with very little communication in between. Others prefer a more hands-on approach, dealing with me on a daily or bi-weekly basis. I am happy either way.

Which would you prefer?

Let me know how often you would like to communicate and the best way to reach out.

To minimize confusion, it's always best to have only one point of contact, in a team. I can then communicate directly with that person. They can then deal with other team members as needed to obtain information and approvals.

## Review of First Draft

Typically, you'll receive the first draft in 7-10 business days, depending on the project size and scope. If required we can change the timescales for first drafts.

I have found Google Docs a great tool for sharing drafts. I share drafts with all my clients using this application. It allows us to track changes to the document, make comments and collaborate in real-time. Drafts can be shared with team members, and the working document is always current. There's no worry about getting muddled with different versions.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft ... and the third draft, as needed.

## Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. I suggest that those comments and edits are made using a different colour to the original text.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your customers and will defer to you as much as possible.

If I feel your suggested changes will not work and will hurt profits, please expect me to feed this back to you, I wouldn't be a good copywriter if I didn't. Ultimately, the decision is yours. In those cases, I always recommend a simple A/B split test. Let the market vote.

## Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. Please remember, I want you to be a happy customer. You can be confident that I will work on your copy, fine-tuning as needed until you are delighted with the final piece.

In most cases, my clients find that one review cycle is enough. My aim would be to get to the final copy within 1 - 3 business days.

## Final Approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In many cases, you will send the final copy to a designer for formatting. I am happy to check the final version after graphical elements have been added. Equally, I am happy to work with your design team to make any changes needed to ensure the final piece is as effective as possible.

I strongly encourage you to send me a PDF of the final version.

## Follow-up Consultation

Once the project is complete, I offer all my clients a complimentary follow-up consultation.

We spend a few minutes on the phone discussing what went well, and where improvements could be made. It also gives us an opportunity to review the Discovery Questionnaire and discuss additional ways to uncover new profits.

Where appropriate, I am happy to map out a new project plan to ensure you continue to have excellent, consistent copy to meet your goals and grow your business.

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# MY CLIENTS AND EXPERIENCE

## Alchemist Learning

Headquartered in Orange, NJ Alchemist Learning Solutions develops creative solutions for educational institutions on and between coasts.

## Kishmish Toys

Up-and-coming mom-and-pop online shop for kids toys that promote spirituality and Hinduism.

## Travel Clans

A travel Blog Inspiring families to travel frequently and expand their horizons while experiencing unique adventures through vacation ideas, travel guides and much more.

## Mobile Doctors International

A UAE based Care Management Delivery System, which combines next-generation telemedicine, telemonitoring and home health.

## Nexus Insurance Brokerage

Nexus is the largest financial advisory business in the GCC region, offering a composite suite of insurance, savings and investment products to both corporate and individual clients from a range of international and domestic product providers.

## Aetna International

Aetna International is one of the industry's largest and most prominent international health insurance providers.

## Air Charter International

Air Charter International is focused on the facilitation of ACMI Lease and Air Charter across Asia and Europe.

## Aviva Insurance

Aviva is an international savings, retirement and insurance business serving over 33 million customers.

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# WRITING SAMPLES

Please click the titles to see the sample

## Webpage Copy

[Alchemist Learning - Custom eLearning](#)

## Blog Posts

[LinkedIn Pulse - What Really Happens To A Man's Body After He Turns 40?](#)

[Living Smart Girl - 7 Ways Intermittent Fasting Helps Men Over 40](#)

[Travel Clans - 21 Brilliant Things To Do In The City of Dubai With Your Kids](#)

## Interviews

[Arun Lingan - Get The Most From Your Hotel Stay With These 9 Effective Insider Secrets](#)

## E-books

[Top 16 Tips to Becoming a Savvy Traveler](#)

## Articles

[Citizen Matters - How a Bengaluru apartment fixed its sewage treatment process.](#)

## Social Media Posts

[Ignition Systems LinkedIn Image Post](#)

## Press Release

[Green Warrior Permaculture](#)

To check out more writing samples, [click here](#)

# SCHEDULE OF ESTIMATED INVESTMENT

## Service Description Estimated Investment

Initial 30-minute, online, client consultation session Free

Marketing Strategy, Planning, Consulting USD 100 - 200 per hour

### Blog

Blog Post (1,200 - 1,500 words) USD 200 - 800 per post

Blog Editorial Calendar USD 500 - 1,000 per calendar

Blog Editorial Post Series USD 150 - 700 per post

Articles USD 500 - 1,000 per article

Pillar Page (2,000 - 3,000 words) USD 1,000 - 2,000 per post

### SEO Content Strategy

- with brief and outline

1 month, 10 primary keywords/topics USD 2,000

3 months, 30 primary keywords/topics USD 5,500

6 months, 60 primary keywords/topics USD 10,000

Consultation USD 500

### Social Media

Social Media Set-up USD 250 per platform

Social Media Post USD 25 - 50 per post

Social Media Management (1-2 platforms, 1-2 hours/day, 5 days/week). USD 300 - 800 per month

## Service Description

## Estimated Investment

### Emails

Stand-alone Email	USD 200 - 1,000 per email
Autoresponder/Funnel Emails (Series)	USD 100 - 500 per email
E-newsletter	USD 300 - 700 per newsletter

### Website Content

Home Page Content	USD 1,000 - 3,500
New Product or Service Page	USD 300 - 1,200 per page
Product Page Update	USD 150 - 300 per page
Lead-Gen Landing Page	USD 500 - 1,500 per page
Online Sales Page for Single Promotion	USD 3,000 - 5,000 per page + royalties.
Microsite	USD 1,000 - 4,000 per site
Banner or Text Ad	USD 150 - 800 per ad

### Other Services

E-Book	USD 1,000 - 3,000 per e-book
Press Release	USD 250 - 1,000 per release
Case Study	USD 1,000 - 2,000 per study
White Paper	USD 2,000 - 7,000 per paper
Proofreading/Editing	USD 20 - 80 per hour / 0.03 - 0.05 per word

This schedule is an estimation and may vary depending on the size of the project and how much research is involved.

Project-based fees, bundle offers, and monthly retainer options are available.

[Contact me](#) for details.

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# WRITING THAT BUILDS CONNECTIONS

A content or a copywriter is one of the most important investments a company can make when the mission is to sell products, generate qualified leads, bring in more subscribers, and more.

Great content helps your company intensify trust, retain clients, and attract new customers.

Why wait a moment longer? Let's start now.

**Grow your brand with quality content!**

Contact me and let's boost your business!

**Email:** [content@tarundenniz.com](mailto:content@tarundenniz.com)

[Book a free consultation](#)