



Speaking  
&  
Media





## COPY

bank-making, better-than-cake  
copywriting, editing, and content creation

## CONSULTING & COACHING

copy coaching and consulting,  
workshops and presentations  
for solo operators and teams

## COURSES

self-paced, online courses  
for those ready to up their DIY game



# OFFICIAL BIOGRAPHY

## Copywriter Copy Consultant

Jay is an award-winning and intuitive copywriter, editor, brand voice specialist, and copy coach who excels at 'getting under the hood' of her clients. With a special knack for uncovering core business messages, she teaches women in business how to write their own compelling copy via one-on-one training, online courses, and sold-out workshops.

Combining boutique service and social media savviness, Jay has been the first port of call to many local, interstate, and international solopreneurs, companies, and not-for-profits.

With lifelong learning in Literature, Creative Writing, Communications, and Musical Theatre, followed by over a decade directing communications and marketing to private schools, Jay's inherent empathy and experience ensures her clients connect and engage with confidence and write the messages they mean to.



# MEDIA



Jay presents and runs workshops for a range of topics such as digital presence, copywriting, editing, social media content, branding, and small business communication. She is also fond of a podcast interview and a panel discussion.

Every presentation is custom crafted for the audience; no rehashed or stale content. It's always Crisp.

#### TOPICS INCLUDE:

- Copywriting 101
- How To Tease Out Your Brand Voice
- Copy That Makes Bank
- How To Communicate On Social Media Without Paying For Engagement
- Blogging Basics
- All About About Page Copy
- Step Away From Safe Copy (How To Disrupt With Words)
- Brand Storytelling To Convert
- Consistent Content Creation
- Copywriting For Virtual Assistants

#### AND

- But You Don't Look Sick! Small Business And Invisible Illness
- Sustainable Start Up For Freelancers Who Don't Have A Dollar

## SPEAKING & WORKSHOPS





"Jay has presented to the Roooar community during two Masterclass sessions in 2017 and has a regular piece in the magazine.

She is one of the highest-ranking attendee attractions for Roooar events and the feedback I get from members after her classes are phenomenal. She not only offers practical advice that people can implement immediately, but the girl knows her shiz. Plus, she's about as un-boring as a presenter can be. I think it's because she has so much enthusiasm and knowledge for her subject matter, you can help but be inspired about upgrading your wording, messaging, and branding after hearing her speak.

I don't just highly recommend Jay for her speaking, teaching, and presenting prowess, I strongly take you by the shoulders and shake you for not having signed her up already."

- Lauren McFarlane, Owner and Editor in Chief, Roooar Magazine & Digital. Masterclasses

"Knowledge and strategy delivered with power, humour and empathy."

- Lynette Delane, Kits And Bits. Workshop

"I absolutely loved your event and the dynamic energy you brought to your presentation style to engage us all in what you were teaching."

- Chiropractor. Private Workshop

"I attended Jay's (Blogging) workshop and was super impressed by everything – the venue, handout, content presented and of course Jay's sharp wit and amazing knowledge. Is there anything about copywriting she doesn't know? I don't think so. Jay's tips made blogging for my business feel less daunting, so I walked away confident about being able to publish regular content!"

- Kristy Morton,  
WordPress and SEO Expert.  
Workshop

HIGH  
PRAISE  
COACHING  
& TRAINING

"Jay has helped me find my voice and connect with my ideal client in so many ways. You know how things can make so much sense to you because you are talking about your business or your expertise, but have other people scratching their heads wondering what you are on about? Well, that was happening to me until Jay stepped in. We spent a day overhauling it all and also turning my blogs into a really engaging email mailing list campaign which has added enormous value to my target audience and therefore me. She has also helped me find my voice in my blogs. I have attended workshops and online training with Jay to improve my own confidence, but what I love most is when I have her all to myself. The results are amazing as she always nails what I am about and what it is I really want to say.

- Pip Wynn Owen, Perth Hynobirthing, Birth Savvy, Wellness On Whatley.  
Workshops, & Full Day Intensive

"Jay is a successful solo entrepreneur whose honesty, work ethic and values underpin her achievements - she is a strong role model for women in business. (She) is definitely a woman on the rise and she is helping other women in business find their rising stars too. She has a fantastic business to help and inspire women to live their dreams. Jay is renowned for helping people communicate and has developed training for numerous women in business. She is one of those special women who will go a long way in business, but she will also help others rise too. Jay encouraged women in business to cease to feel intimidated by the success of other women."

- Lyn Hawkins, Business Women Australia

BWA Women On The Rise Panelist Event and Awards

"Jay is a wordsmith that knows how to turn your message into a meaningful and powerful story. You feel her personality shine through in all the work that she delivers. Authentic and meaningful.

Her support to WILD'C as a guest speaker and presenter was truly valuable and we thank her for her generosity and contribution to make our event both inspiring and educational."

- Ruth O'Dwyer, WILD'C Women In Leadership Driving Change

Reenergising Women To Reenter The Workforce

Keynote Speaker & Workshop

## HIGH PRAISE SPEAKING



“...captured the absolute essence of who I am as a business woman and translated it powerfully into words...”

“I felt Jay expressed my brand’s unique and exclusive voice better than I could ever do.”

“...helped me attract my ideal clientele...”

“I literally had tears in my eyes as I read the first draft...”

“...couldn’t have been happier...”

“...she always nails what I am about...”

“One of my favourite writers on the interwebs. Humour, gravitas and top tips all rolled into one crisp package.”

“...a content superhero... engage Jay immediately and be prepared to be blown away”

“Jay just GETS YOU and produces killer content to boot. Evidence?”

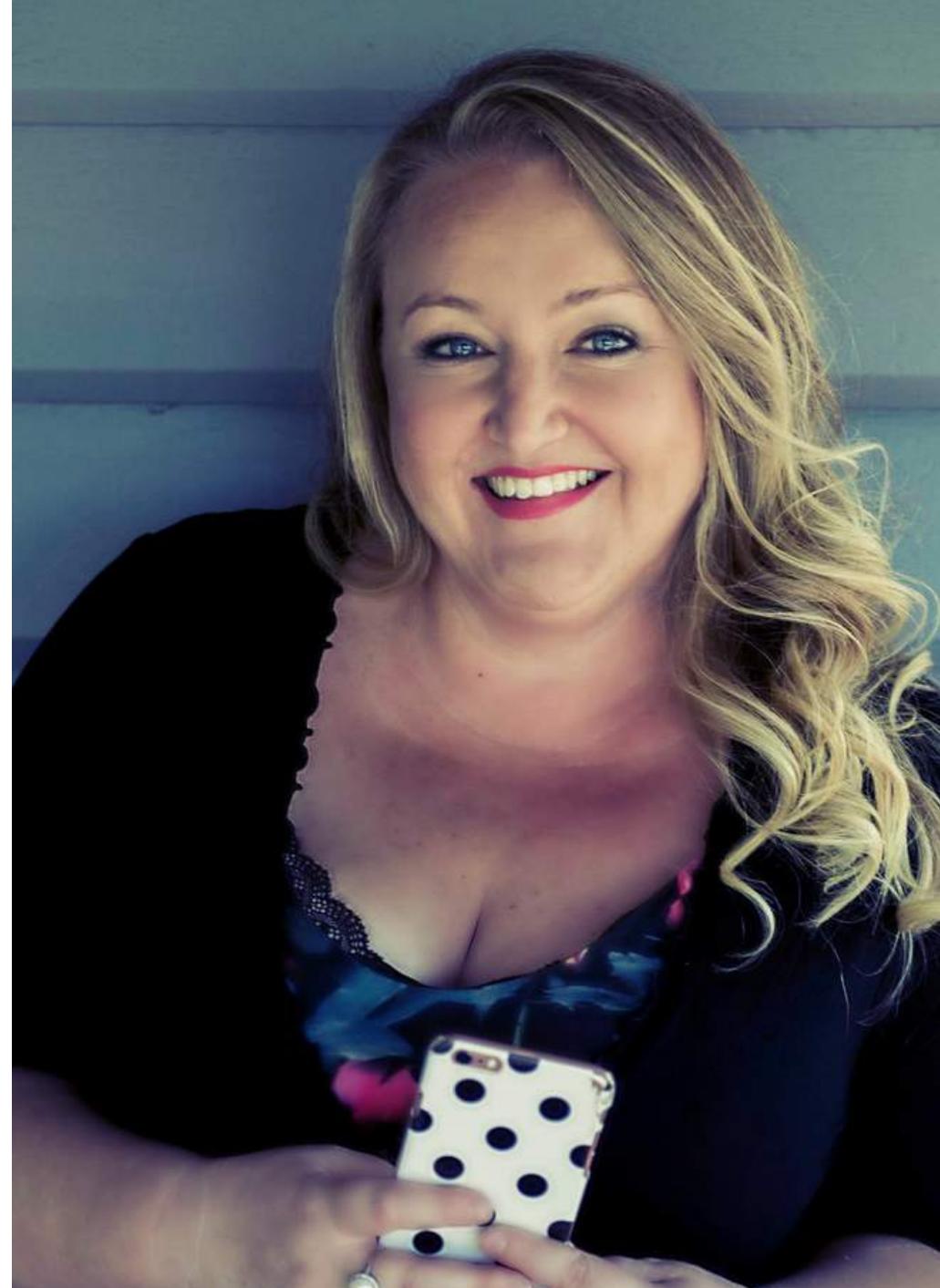
When I was going through and revamping my articles, Jay helped proof, edit, and rewrote some entirely.

Her work was so good, that I was reading one article thinking “GEE! When did I write this? This is GOOD!”

Then I realised I hadn’t.

Jay had.

That’s how much she gets your voice.”





# FEATURES

Huffington Post Regular Writer  
Roooar Magazine Regular Columnist and Content Editor  
Bloggers SEO 35 Days Of Better Blogging Resource Contributor  
Stories From The Heart Book Contributor  
We Shine Event Expert Panellist 2017  
WILD'C - Women in Leadership Change Keynote Speaker 2016 & 2017 - Topic: Building a Sustainable Business  
Inspire Journal Magazine - Original 80  
Oh Hello Beaufort Magazine Feature Writer  
Contributing Author to Passionate People - Stories of 30 Entrepreneurs & Success Against the Odds  
Creative Possibility Magazine Contributor  
Swan Magazine Regular Columnist  
Roooar Digital Masterclasses  
Fearless Creators Podcast - Cringeworthy Copy Mistakes  
Key To Authority Podcast Contributor - Creating Relationships Through Authentic Content  
Fearless Females Podcast Contributor  
Thrive Global Writer  
WeekendNotes - Top 20 Writer  
Ghost and Guest Blogs published in Elephant Journal, The Muse, The Mighty, HuffPost, Flying Solo, Lifegrid, and various print magazines and books

# ACKNOWLEDGEMENTS

Telstra Small Business Nominee 2017 & 2018  
Business Women Australia Woman on the Rise 2016  
Brilliant Biz Mum 2016 Award  
100 Influential People in Small Business 2016  
Excellence Award Winner 2015 - Mundaring Chamber of Commerce  
Buying Time Campaign Co-ordinator for Breast Cancer Care WA and The McGrath Foundation  
The Bridge Between Project - Co-Collaborator, Showcasing Pre-Teen Girls and Splintering Stereotypes  
Founder of Perth Hills Stories Community Platform  
Founder of How Dare She  
Client coverage in local and national papers, international websites and print magazines

# CONTACT

Jay Crisp Crow

The Wilds of the Perth Hills, Western Australia  
Working with women around the globe



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