

Written Work Examples:

1. Avenel Timber, Website Hero Copy

Objective: Establish premium brand positioning and immediately communicate value to both the pet owner and the home environment

Channel: E-commerce website (Homepage Hero Section)

Crafted from reclaimed timber and finished with intention, every Avenel Timber dog bed is a statement piece for your home and a sanctuary for your dog. Designed for lasting beauty, structural strength, and everyday comfort.

2. Avenel Timber, Product Description

Objective: Drive purchase consideration by clearly articulating product benefits, sustainability credentials, and practical value

Channel: E-commerce website (Product Description)

Good for your Dog, Good for the Planet.

Give your pet the comfort they deserve with a dog bed that's built to last and crafted with care for the environment. Hand-made from 100% recycled pine, our Premium Wooden Dog Beds bring natural beauty, durability, and eco-friendly design into your home.

Why You'll Love It:

Sustainably Made: Crafted from recycled pine timber, each bed helps reduce waste while offering a stylish, natural addition to your home.

Comfort-Boosting Elevation: The raised design improves airflow around your dog's bedding, helping them stay cooler in summer and warmer in winter.

Easier Cleaning for You: Elevated height keeps bedding off the floor, making vacuuming, mopping, and daily clean-ups quicker and more convenient.

Durable & Built to Last: Solid timber construction ensures stability and long-term strength, even for larger breeds.

Handcrafted Quality: Every bed is made with care in Avenel, giving each piece a unique character and craftsmanship.

Perfect For: Dogs of all sizes who love a supportive, stable sleeping space, and pet owners who value sustainability, style, and practicality.

3. Thriveability — EDM Content Snippet

Objective: Educate and re-engage subscribers while building trust and encouraging participation in a wellbeing program

Channel: Email marketing (EDM/subscriber newsletter)

Subject Line: Mid-year, New You Awaits

Mid-year can be a time when demands remain high, but motivation and energy begin to dip.

If that resonates, this is your reminder to pause, check in with yourself, and prioritise your wellbeing. Supporting you to thrive, personally and professionally, is why we're here.

Top Tips for Thriving – What Went Well

This is one of the simplest yet powerful and transformational tools. Proven to be as strong as taking antidepressants, if done regularly, for only 7-10 days.

This activity will rewire your brain to focus on what's 'strong' rather than what's 'wrong'. I encourage you to write down your three things each day for one week.

You may already be familiar with this exercise from watching the How to Thrive film or from engaging with our content, but you may need a nudge to invite these practices back in.

(Click Here to Find out How)

Coming up July 26th

Launching on July 26th is the How to Thrive Academy. Choose this mid-year opportunity to invest in yourself and, by extension, the individuals you serve. This is more than a program. This is a journey towards greater wellbeing, resilience, and fulfilment, whilst enhancing your capabilities to help those you serve, or others around you, to thrive.

(Invest in You)

4. Pierre's Free Range Meats — Pinned Instagram Reel Caption

Objective: Build brand trust and foot traffic through social proof, storytelling, and values-led messaging

Channel: Organic Social Media (Instagram Reels)

Reel Linked Here:

https://www.instagram.com/reel/DJld69ryCiP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

From the sizzle of the BBQ to locals lining up for their favourite cuts, there's a reason people travel suburbs just to shop here.

"The most beautiful meat, everything is really is outstanding!! I travel from a few suburbs away.. that's how good it is." — Kylie

Free Range. Grass-Fed. Full of flavour.

We're a family-run butcher who cares about what ends up on your plate. 🍴🍖