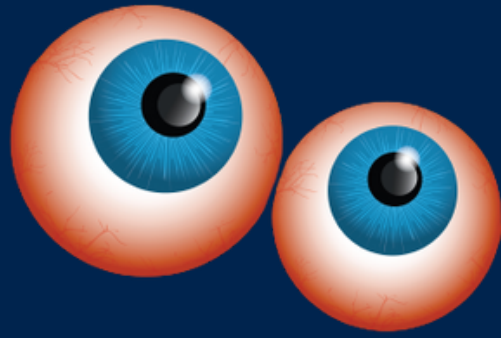
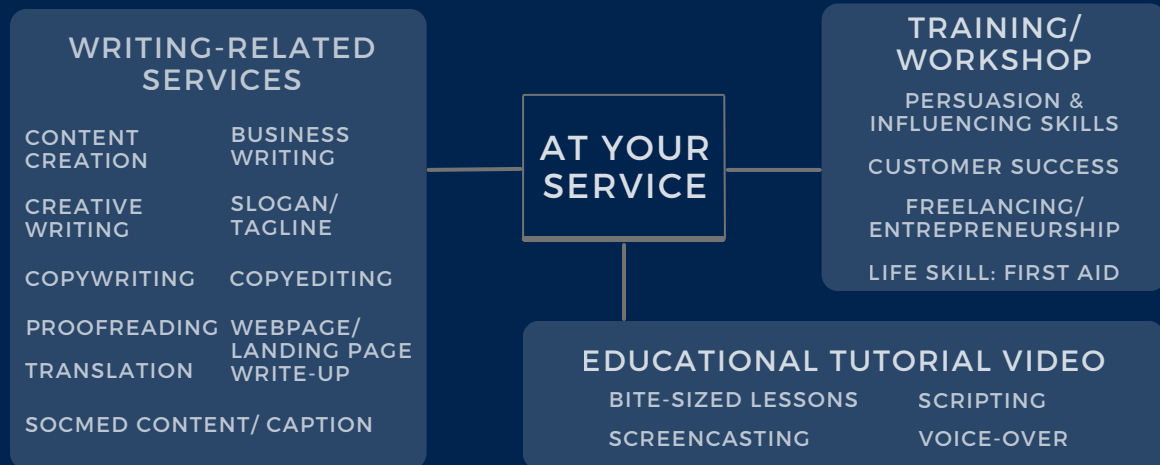


# Need more EYEBALLS on your content?



WE TURN WORDS INTO CASH & STRANGERS INTO NEIGHBOURS





# AGNES CHIN

Writer . Entrepreneur . Trainer

[linkedin.com/in/agneschin](https://www.linkedin.com/in/agneschin)  [linkedin.com/company/meraki-word-craft](https://www.linkedin.com/company/meraki-word-craft)

## WHAT KEEPS YOU UP AT NIGHT?

Is content creation a problem area for you? Do you struggle to write? Ever wish you have the superpower to turn a 'NO' into a 'YES' through your writing? Rather than staying up thinking about it...

## WE FEEL YOUR PAIN

let's do something about it.

The MERAKI Word Craft **training division** runs workshops and webinars relating to the skills of influence and persuasion used in marketing, particularly through copywriting. **Signature topics...** >>>

MERAKI Word Craft provides a range of **writing-related services** from copywriting to content creation, from business to academic to creative writing.

**Deliverables:** Text Write-up, Graphic, Animation, Video, Educational Tutorial Screencast which may include Scripting and Voice-over.

**Objectives:** Create engagement and achieve educational, motivational and marketing goals.

**Niches:** Education, Consulting, Healthcare

## LET'S CONNECT

### Email

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### ▶ THE DATING GAME OF COPYWRITING

What do matchmaking and marketing have in common? How to build your customer avatar and what is its relation to copywriting?

### ▶ BUILDING RELATIONSHIPS THROUGH CONTENT WRITING

How do you connect with a stranger and attempt to generate a relationship out of thin air? What's the role of the written word in marketing and why should you care?

### ▶ THE SUBTLE SECRETS TO INFLUENCING YOURSELF AND OTHERS

An introduction to the skills of influence and motivation to secure success. How do you influence even yourself under the radar?

### ▶ THE ROMANCE BETWEEN THE SCIENCE OF PERSUASION & THE ART OF COPYWRITING

For anyone who wants a basic understanding of how to use the written word to sell. An introduction to the principles of persuasion and how to use them to get the 'YES' that you want.

### ▶ CREATE A FREELANCE PORTFOLIO WITH ZERO EXPERIENCE

An introduction to the world of freelancing and how to land your first gig with no experience and no portfolio.

### ▶ FIRST AID SAVES LIFE

Be it common injuries such as cuts and burns or major injuries such as cardiac arrest and choking, are you prepared to deal with medical emergencies?

**NOTE:** No one size fits all. Writing services and training content & duration are customised to your specific needs. As such, a formal quotation can only be issued upon identifying your requirements.



# Personal Profile

## AGNES CHIN

Writer . Entrepreneur . Trainer



Agnes is a writer turned intrapreneur turned entrepreneur with a corporate background in strategic management and operations efficiency.

Currently pursuing her doctoral degree, she strongly believes in mastering the art of persuasion in order to motivate herself and others towards a meaningful cause.

Previously a Director of Operations and subsequently serving on the Board of Governors of a language school chain, she is now a full-time Content Creator and Consultant, creating video, audio and written content as well as conducting training workshops.

She believes in reaching out to people, one heart at a time, creating awareness and changing the world, one word at a time.

MERAKIWORDCRAFT.COM

HRDC-CERTIFIED TRAINER  
TRAIN THE TRAINER

WE CRAFT WORDS THAT OPEN ANY HEARTS & SHUT ANY MOUTHS

# RISE above the noise. BE HEARD!



ABOARD OUR WORD CRAFT



WE WEAVE WORDS THAT SELL. MEET OUR CREW...

Deck Officer



Alice C.

Deck Officer



SY Lee

Deck Officer



DR Kevin Chin

Captain



Agnes Chin

1st Mate



Ng Loong Yip

Quartermistress



Neoh Shi Ling

Cadet



Calvin C.

Cadet



WT Wee

## O u r S e a f a r e r s