

Copywriting Process Example

Client: Chicago Crematorium Options

How I feel now:

Hazel is a 60 year old woman who is going over her will. Her life has revolved around traveling and adventures. She has always tried to live life to the fullest and thinks outside of the box. She does not want a conventional burial. Instead, she wants to be able to choose where to spread her ashes, which could include one of her favorite places that she's visited.

Get to by;

Get people to choose cremation because it is the more outside of the box choice and unconventional choice.

Headlines:

- 1. Because eternity should be where you want it to be**
- 2. Outside of the coffin thinking**
3. Your life should reflect your life after death
4. Graveyards can be depressing; your burial doesn't have to be
5. Because your burial should reflect the life you lived
6. Adventurous people shouldn't have to have a boring burial
7. Outside of the coffin thinking, Chicago Crematorium Options gives endless options for where your body can rest
8. While death is the only option, there isn't just one option for where your body rests
9. While death is the only option, you can choose beyond the grave
- 10. Outside of the box thinkers deserve an outside of the coffin burial**
11. Outside of the box thinkers deserve an outside of the coffin ending

(Highlighted) were the headlines that I took to the next stage to write body copy for.

Outside of the Box Thinkers Deserve an Outside of the Box Burial



Rather than be in a box,

Cremation allows you to rest at your favorite mountain top, or under the tree in your loved ones' backyard.



One family told us about how their daughter loved hiking and being in nature, so the thought of spending eternity in a box was depressing. We helped them find a solution that is more fitting to her, and her ashes were spread in the ocean where she used to swim and along her favorite hiking path. She will now rest easy in her favorite places.

Cremation also allows your loved ones to hold on to your ashes in many forms like in a necklace, or in a beautiful glass vase, so that they won't have to go down to a graveyard in order to feel close to you. While death is the only option, there isn't just one for where your body rests. Chicago Crematorium professionals will effortlessly take you through the cremation process. Without the coffin we will lift the weight off of your shoulders.