

JO GEANEY

COPYWRITER

SEO | BRAND VOICE

SPECIALIST





Words That Feel Like You & Work As Hard As You Do.

I help small businesses and creatives go from blinking cursors and brand confusion to clear, confident messaging that connects with people and ranks on Google. If you've been juggling everything and copy keeps falling to the bottom of your to-do list, you're in the right place.

I'd love to help make your words work harder for your business.

WWW.JOGEANEY.COM.AU

About Jo

Clear, Creative & Heartfelt: Your Voice amplified, never replaced

Hi! I'm Jo, a teacher-turned-copywriter and coastal creative who believes your words should sound unmistakably you.

After 20 years teaching people how to think, speak, and connect, I know how to capture personality on the page.

My approach is clear, creative, and aligned with your brand voice, so every word feels authentic, connects with your audience, and moves your business forward.

No fluff, no jargon (unless of course you ask for it!)

My **7 Steps to Define Your Brand Voice workbook** has helped business owners create authentic voices that connect and convert (you can download this on the next page).

When we work together, you'll always know what to expect:

1. Discovery call: I learn your business, audience, and voice through through a professional and tailored creative brief followed by a proposal.
2. Draft: I translate that into polished, persuasive copy.
3. Delivery: On time, with transparent pricing, revisions included.

Core Services:

- Website Copywriting & SEO
- Brand Voice Development
- Blog & Content Writing
- Email Sequences & Campaigns
- Product Descriptions & Sales Pages





Find It Here

7 Steps To Define Your Brand Voice PDF Download

I created this free, high-value digital resource to help small business owners nail a brand voice that feels authentic, connects deeply with their audience, and stands out in a crowded market. This kit walks users through a 7-step process from understanding their ideal customer to defining core personality traits. Then they can create voice dos and don'ts and apply that voice to ready-to-use templates for websites, emails, and social media.

My role:

- **Concept & Strategy:** I designed this to solve a common problem: For example where businesses may sound generic or inconsistent online.
- **Copywriting:** I wrote all instructional text, examples, prompts, and templates in a warm, personality-driven tone to model what an authentic voice looks like.
- **Design:** I used Canva to create a clean, visually engaging layout that guides users step-by-step and makes the workbook easy to complete in one weekend.
- **SEO & Lead Generation:** I optimised the title, descriptions, and delivery page to attract organic traffic and drive email opt-ins.

Results:

- High opt-in rates and strong positive feedback from small business owners.
- Used as a lead magnet in email marketing campaigns to build trust and warm up leads before pitching higher-ticket copywriting services.

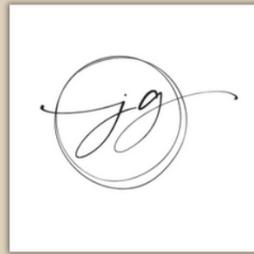
7 STEPS TO DEFINE

Your
*Brand
Voice*

AND ATTRACT
IDEAL CLIENTS



WORKBOOK



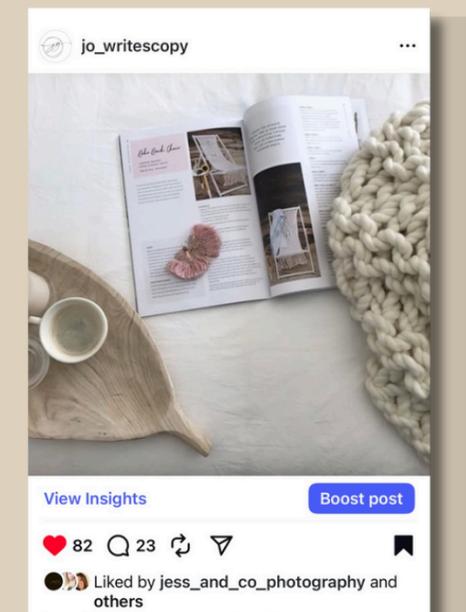
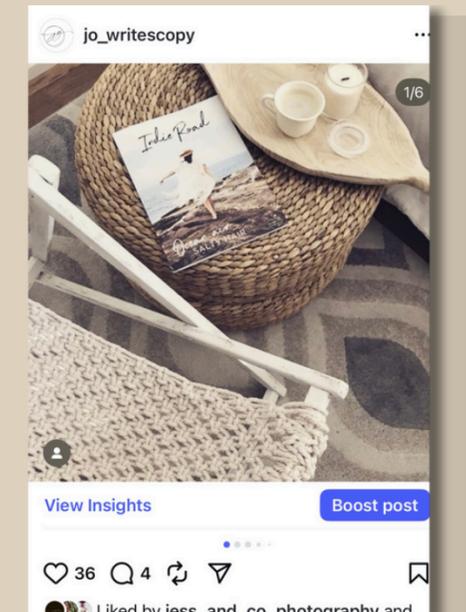
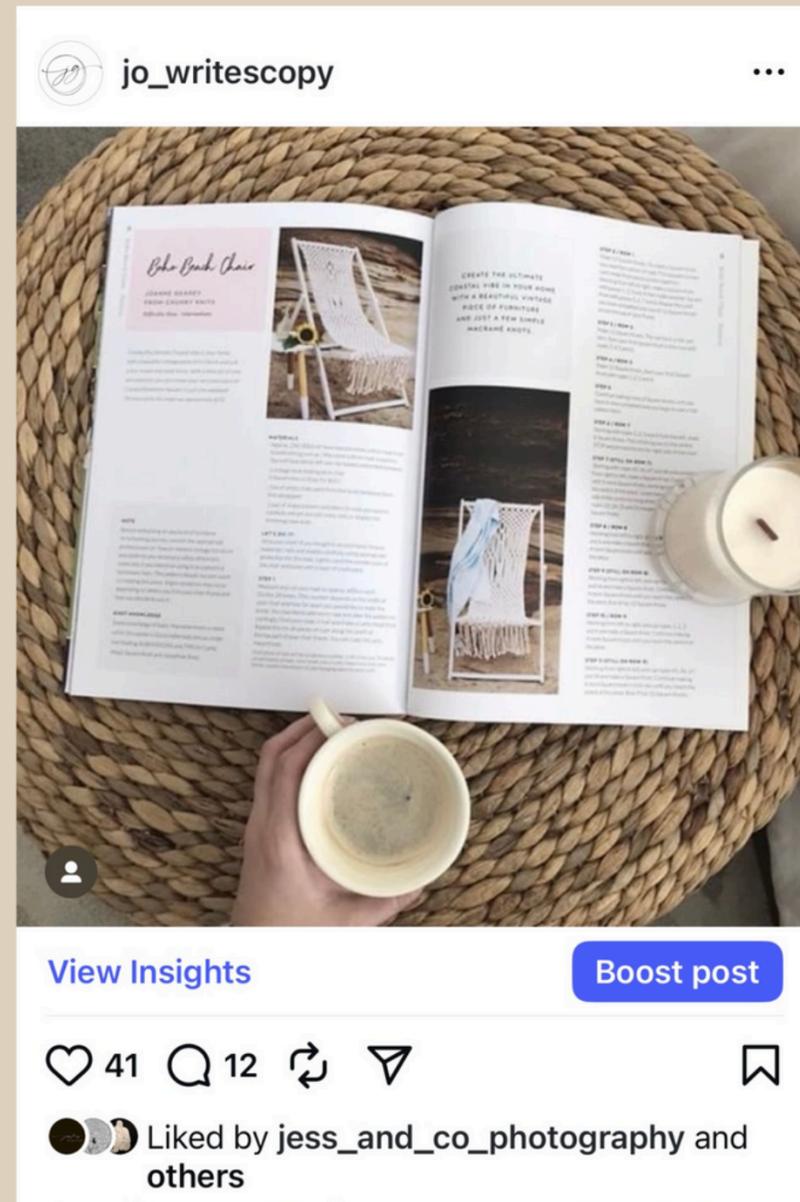
Indie Road Magazine – Pattern Design & Editorial Features

I designed and wrote original macramé patterns featured in multiple issues of Indie Road magazine, blending step-by-step clarity with an inspiring, coastal-bohemian aesthetic.

Each piece was styled and photographed for maximum visual appeal, resulting in **high reader engagement and repeat feature requests from the publisher.**

I then leveraged **strategic social media captions** (see images) to **drive sales of my patterns on Etsy and boost Indie Road magazine subscriptions.**

I then coordinated promotional posts with magazine launch dates, **amplifying visibility across Instagram and craft-focused communities.**



[Take a Look at My FREE Etsy Conversion Guide Here](#)



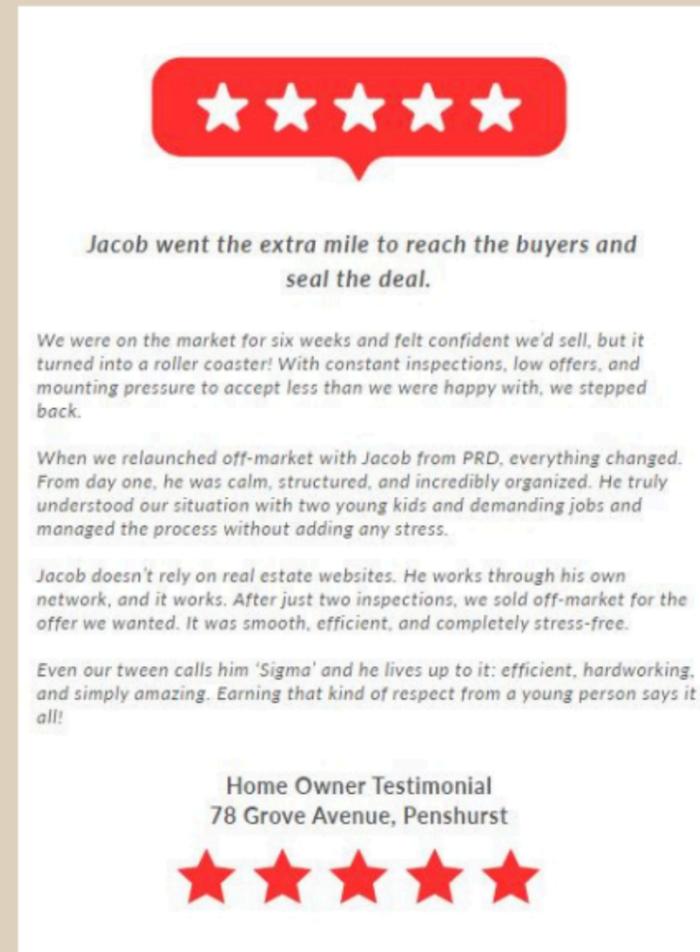
Business Development Kit & Marketing Materials using PRD Branding

For PRD Oatley, I created copy and design that elevated their brand presence across multiple touchpoints in both in print and in-person.

- I wrote and designed the style guide for their Business Development Proposal Booklet, ensuring every page reflected PRD's professionalism and premium positioning.
- I crafted marketing proposal letters for letterbox drops that generated attention and inquiries in the competitive St George property market.
- Produced high-conversion window cards and review cards, keeping messaging consistent and on-brand across all client-facing materials.
- Developed copy that balanced local market expertise with PRD's approachable, trustworthy tone — resulting in marketing assets that stood out from standard real estate collateral.

Result: A cohesive, instantly recognisable brand voice and visual style that supports PRD's market authority and attracts qualified leads.

Agent Review Cards designed and written by me



"Designed and written by me"

About Us - PRD Oatley

PRD Oatley: Award-Winning Real Estate Excellence in St George Since 1983

It's no secret that choosing the right real estate agent makes all the difference to your property journey. As your local award-winning office in the heart of Oatley village, we bring over 40 years of trusted expertise to every property transaction.

We understand the unique charm of Oatley's tree-lined streets and luxury lifestyle. As a boutique agency, backed by a powerful national network, we deliver personalised service with unmatched resources and connections.

We pride ourselves on our community-based efforts and value the personal connections we have and continue to build. Our reputation as locals experts have produced premium results which speak for themselves, with over 90% of our business coming from repeat clients and referrals.

Business Development Manager Kit designed and written by me



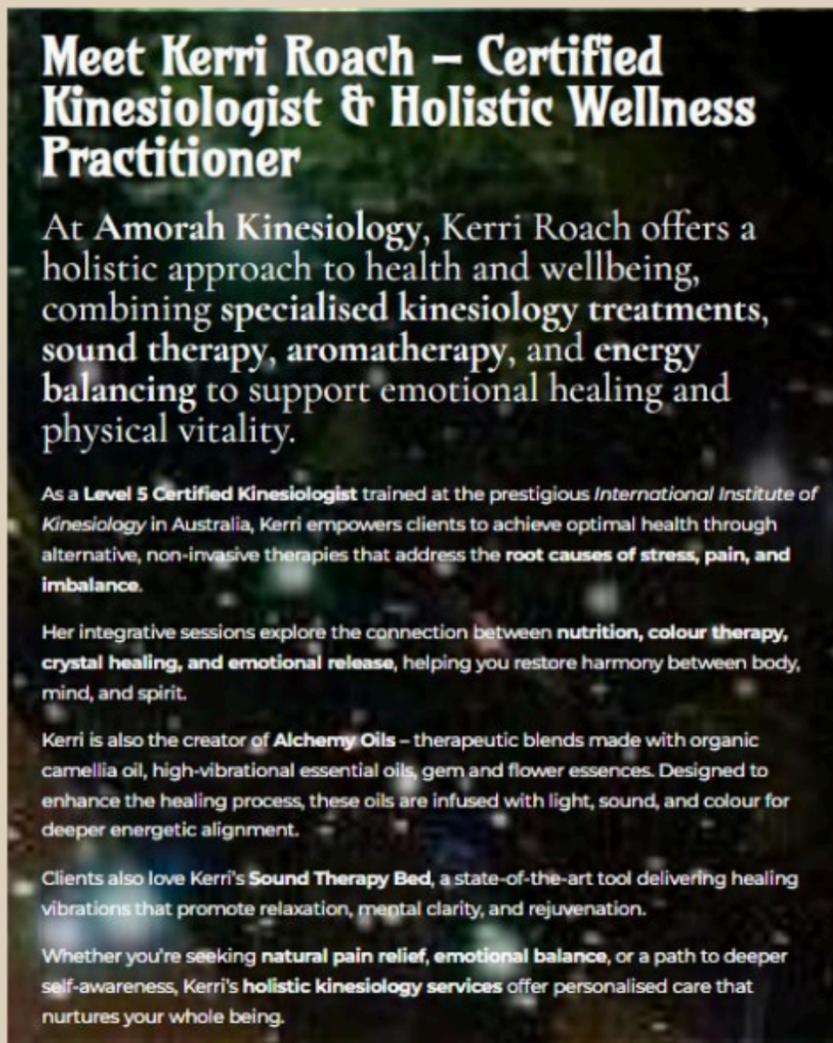
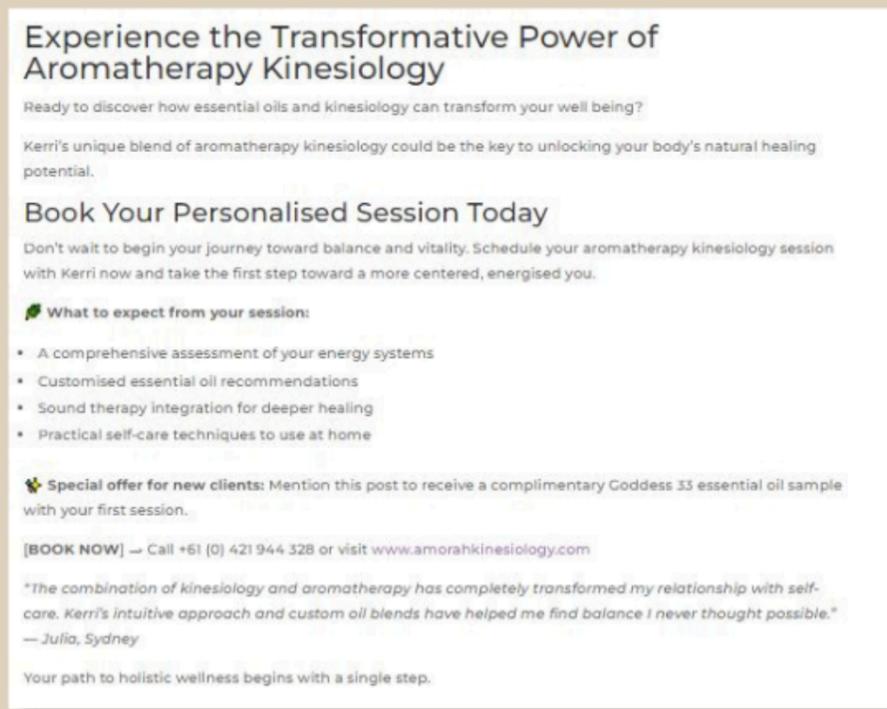
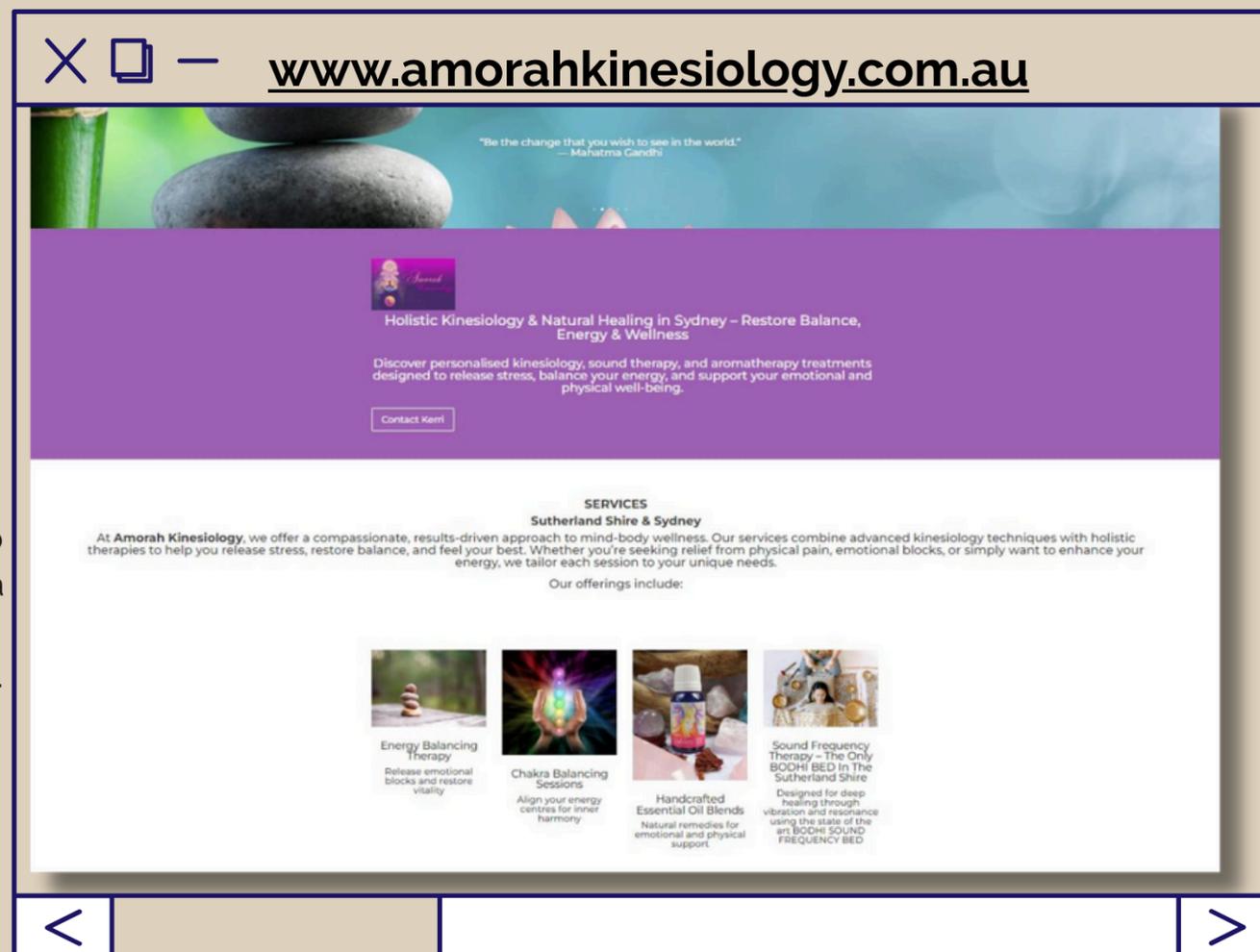


Website Copywriting

For Amorah Kinesiology, I crafted the web copy for every page of her site, ensuring a seamless balance between professional clarity and warm, approachable language.

- I wrote the About Page, Services, FAQs, and blog articles to establish expertise and trust.
- Created engaging product descriptions that blended SEO best practices with the heart of her holistic approach.
- Developed microcopy (button text, link labels, calls-to-action) to make navigation intuitive and conversion-friendly.
- Ensured all content aligned with her calming, client-focused brand voice.

Result: A website that not only ranks higher in search but also converts casual visitors into booked clients through consistent, client-centric messaging.



[Wisdom & Wellness Blog Posts link](#)

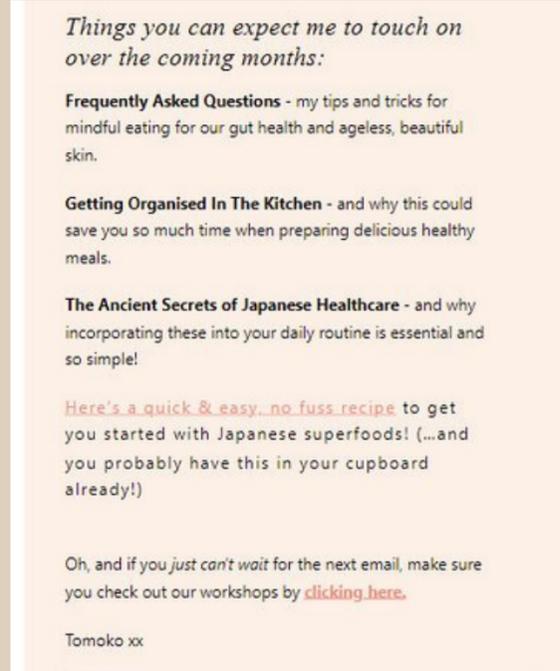


Blog & Email Marketing

For Tomoko's Kitchen, I delivered ongoing blog content and email marketing campaigns that showcased her Japanese cooking expertise and converted readers into workshop attendees.

- I wrote blog articles optimised for search, featuring culturally authentic storytelling and relevant keywords.
- Created email sequences promoting seasonal workshops, special menus, and exclusive offers.
- Balanced engaging subject lines with informative content to boost open and click-through rates.

Result: Increased bookings for Tomoko's workshops and a stronger online presence that reflected her unique culinary brand.



www.tomokoskitchen.com

Parent FAQs

- Is cooking experience needed?** None at all! Our workshops are designed for beginners.
- What age is appropriate?** We recommend ages 11 and up. Teens of all skill levels are welcome!
- Are there any safety concerns?** Safety is our priority. All knife skills are taught with appropriate supervision.
- Can parents join?** We offer special parent-teen workshops monthly, but our teen-only sessions help build independence.
- How do we get to Bundeena?** Bundeena is accessible by ferry from Cronulla or by driving through the Royal National Park. Detailed directions provided upon booking.

Tomoko's Kitchen workshops help teens develop practical skills, nutritional knowledge, and cultural appreciation in a stunning beachside setting in Bundeena, Sutherland Shire. Our Japanese cooking classes for teenagers focus on gut-friendly, healthy recipes that are easy to recreate at home.

[Download Our Free Guide: "5 Japanese Superfoods Every Teen Should Know"](#)

Register your email to receive the guide and occasional updates about upcoming teen workshops

Tomoko's Kitchen | Japanese Cooking Workshops

Bundeena, Sutherland Shire | Sydney, Australia | 0405 509 041 | tomokoskitchen.sydney@gmail.com

5 Japanese Superfoods Every Teen Should Know



Welcome to Tomoko's Kitchen!

Thank you for downloading this guide to Japanese superfoods! I'm Tomoko Timbs, and I'm passionate about sharing the health secrets from my Japanese heritage with teens and families in the Sutherland Shire.

At my oceanside cooking workshops in beautiful Bundeena, we explore these incredible ingredients while learning how to create delicious, simple meals that support gut health and overall wellbeing.

Let's dive into five Japanese superfoods that can transform your health, energy, and even your mood!

1. Miso: Your Gut's Best Friend

What is it?

Miso is a fermented soybean paste that's been a staple in Japanese kitchens for centuries. It comes in different varieties - from sweet white miso to robust red miso - each with its own unique flavor profile.

Why teens need it:

- **Probiotic powerhouse:** Packed with beneficial bacteria that support digestive health
- **Immune booster:** Contains enzymes that help strengthen your natural defenses
- **Brain food:** The gut-brain connection means a healthy gut contributes to better mood and mental clarity (crucial during exam periods!)
- **Customizable flavor:** Adds umami (savory deliciousness) to everything from soups to salad dressings

Quick Teen-Friendly Tip:

tomokotimbs <tomokoskitchen.sydney@gmail.com>

Here's a Quick Way to Boost Your Mood and Gut Health (Without a Single Dirty Dish)

Hi beautiful friend,

I'm someone who feels everything, deeply.

The highs, the spirals, the "why am I crying over a cucumber?" moments. 🥲😭

Honestly, if my family filmed me, I'd be starring in a Korean drama by now.

And sure, some might say I'm *moody* or *emotionally inconsistent*...

But I'd rather call it **deeply human**, full of warmth, and maybe just a little sensitive to life (and loud chewing 🙄).

Truth is, how I feel about myself changes depending on the chaos level that day.

But even on the rough ones, I have *one* small moment that reminds me:

"I'm doing okay."

It's the moment I open the fridge, grab a jar of **black barley koji amazake**, sprinkle some kinako on top, and eat it **straight from the spoon**. Fridge door still open. Alarm beeping. No regrets.

Then I shout across the kitchen:

"Who left the fridge open?!"

(...if you can't just stand there being a troll in the night)



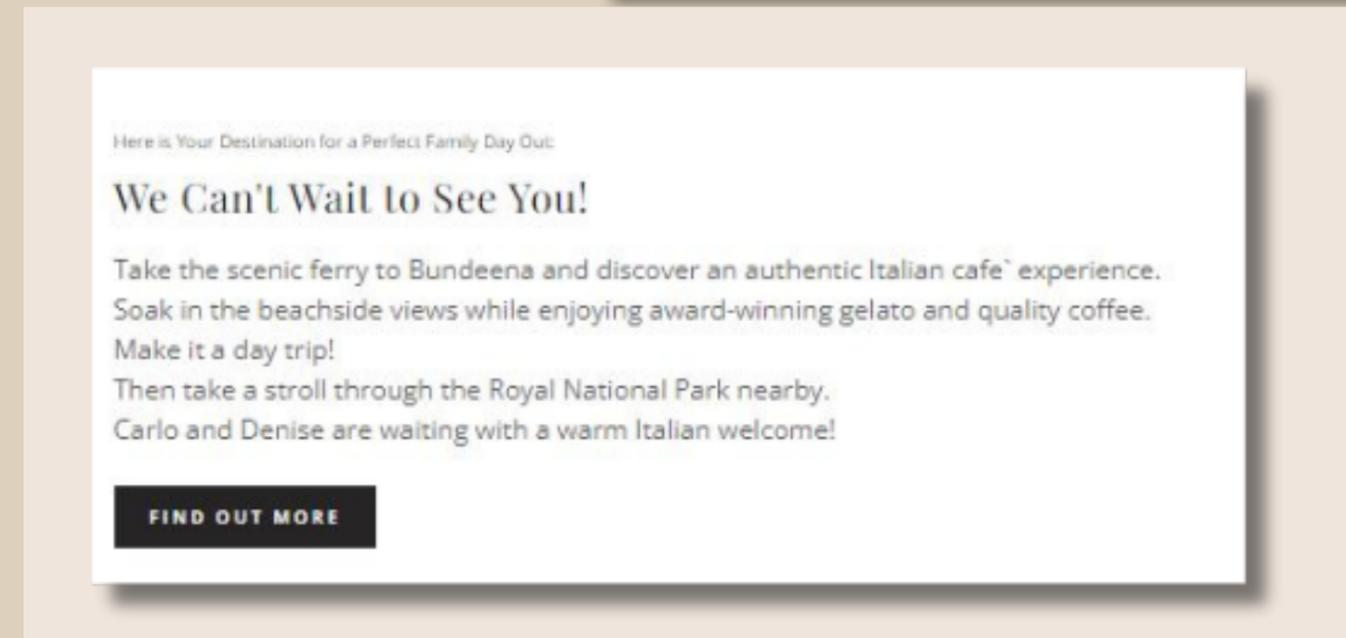
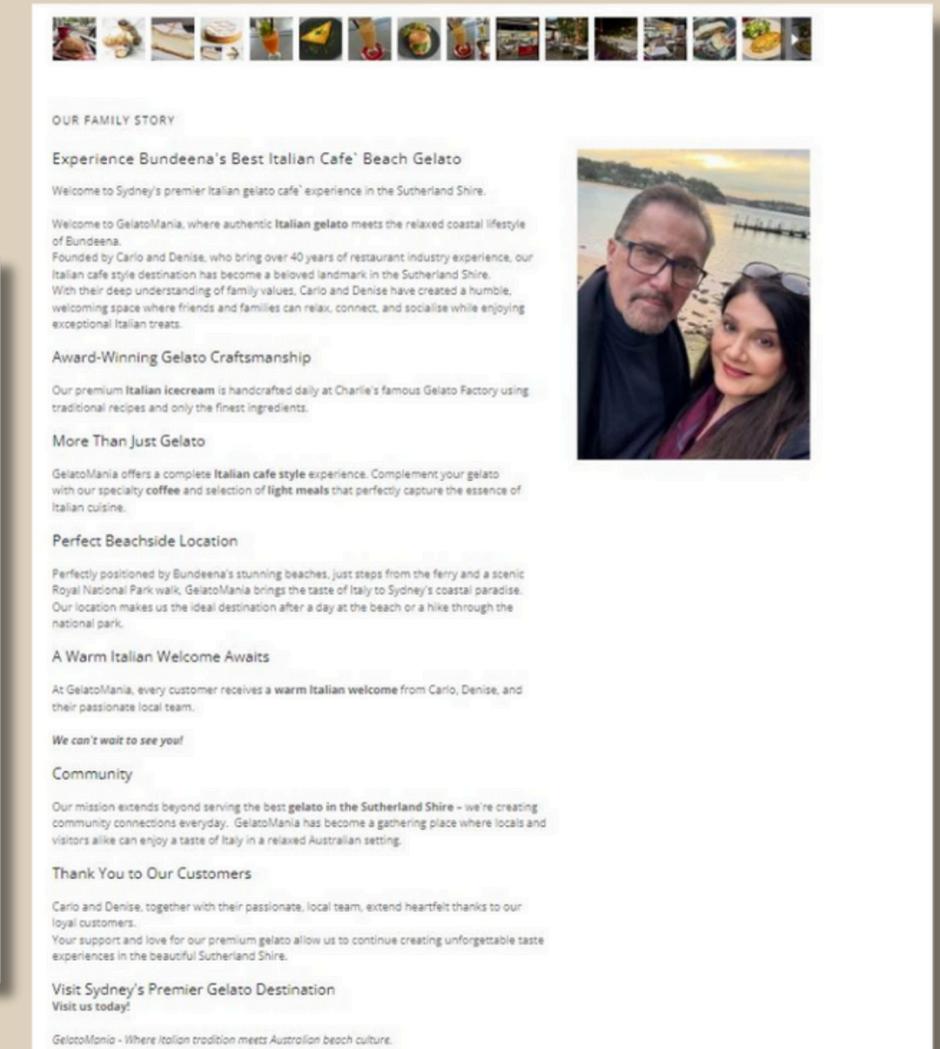
Website & Blog Copywriting

For Gelato Mania Australia, I provided a full SEO content refresh across their website and blog, plus wrote engaging menu descriptions that captured the irresistible appeal of their gelato range.

- I created SEO-optimised home, about, and menu pages to boost visibility in local search results.
- Wrote blog content around seasonal flavours, local events, and behind-the-scenes stories.
- Added and configured Google Search Console and Google Analytics to track performance and optimise strategy.

Result: SEO refresh boosted local search rankings + more foot traffic. Increased local search rankings driven from web searches.

www.gelatomaniaaustralia.com



Testimonials

“Jo has developed copy for my website and social media platforms, and the results exceeded my expectations. From the outset, Jo demonstrated a strong understanding of my brand voice, target audience, and business goals. Her ability to translate complex ideas into clear, engaging, and persuasive content made a noticeable impact on both the online presence and customer engagement. The website copy was not only well-written but also structured in a way that improved user experience and guided visitors naturally through the services. On social media, the content strategy brought consistency, creativity, and increased interaction with the audience. Communication throughout the project was timely and professional. Jo met all deadlines and was responsive to feedback, making collaboration smooth and efficient.

I highly recommend Jo to any business looking to elevate their brand through high-quality, strategic copywriting. Jo is amazing at what she does weaving her magic with awesome creativity”

— **Kerri, Amarah Kinesiology**

“You have a gift with your words and I always admire people who find the right words to what I'm feeling!”

— **Tomoko, Tomoko's Kitchen**

“Jo's ability to capture the essence of our PRD Oatley story through writing our "About Page" and blog posts, has significantly elevated our agency's presence. Not only does Jo spend the time to research and understand the nuances of the St George property market, but she also brings a natural talent for weaving local insights into every piece of content”.

- **Dean Sperotto**
@PRDOately Real Estate



Testimonials

Hi Jo, thanks for sending through the call-to-action letters for our sales agents. You nailed the brief in one go! The team love them too, can't wait to use them 🎉

You're a wizard, I'm already thinking of my next project you can work your magic on. Thanks again, chat soon!

— Dean & Kate Sperotto Principal Real Estate
PRD Oatley



Working with Jo on our website and copy bundle was the best decision we made for GelatoMania Australia. After 40 years in the hospitality industry, we needed someone who could quickly establish our online presence without compromising quality – Jo delivered this and more.

— Carlo & Denise
@gelatomaniaaustralia



Review for Jo Geaney copywriter

"I recently worked with Jo Geaney and I couldn't be happier with the results. Jo completely transformed my website content — from writing blogs and FAQs to refining my SEO keywords — and the difference is incredible.

She captured the Monkeynmoo brand voice beautifully, creating content that is both engaging and strategically written to boost reach online. My website now feels polished, professional, and true to my brand.

Jo is creative, reliable, and an absolute pleasure to work with. I highly recommend her to any business looking to elevate their content and strengthen their online presence."

Mel Goody,
Owner of Monkeynmoo

X

Sent from my iPhone
On 12 Aug 2025, at 5:54 pm

— Mel Goody, Owner of Monkeynmoo

I Would Love To Work With You!



0412 513 563



hello@jogeaney.com.au



www.jogeaney.com.au



Sydney, Australia

Let's work together — your story, your voice, your results.

