



COPYWRITING | GHOSTWRITING
CONTENT WRITING

PORTFOLIO

Chrissann Nickel | 2023

chrissannnickel.com

Looking for the right combo of words to convey your message?
Need dynamic written content but hate writing?

I can help you creatively connect with your ideal clients, and compel them to care about (read: Like! Follow! Sign-up! Buy!) what you've got to offer.

Let's create a professional + personality-packed digital + print presence together that you can not only feel proud of, but that also delivers the results you're after.

I have over a decade of experience helping clients in a wide array of industries promote themselves and/or their businesses in a way that feels fun, authentic, professional, and 100% un-cringey.



Here's what I enjoy most about what I do...

As a **writer**, I am a lover of language. The written word is where I best express myself.

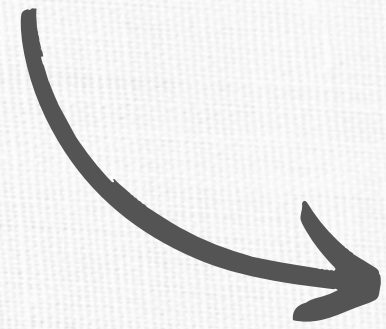
As a **copywriter**, I'm all about motivating people to take action. I craft sentences to connect with the root of your target demographic's core needs to build trust, spark desire, and achieve an intentional response.

As a **ghostwriter**, I take pride in my chameleon-like abilities to slip into a person or brand's distinctive voice. Whether I'm writing on behalf of a savvy male real estate developer, a no bullshit Boston psychologist, a local-loving Hawaii marketplace, or even as a dog repping his bone broth, my own voice disappears as I seamlessly embody that of my client.

My most appreciated compliment? When my client tells me they read something under their name, but felt momentarily confused because while it sounded 100% like they wrote it, they knew they didn't. It was me. 😊



Here are some examples of the types
of written content that I can
provide for you...



WEBSITE COPY

social media captions

professional bios

ghostwritten
professional
publications

pitch letters

email marketing campaigns

book proposals

podcast summaries + show notes

print marketing materials

DIGITAL COURSE COPY

SEO optimized blog posts

plus more - just ask!

Category

Professional bios

About

Aysegul Sanford was seeking an engaging About page that clearly communicated the aims of her expansive food blog, as well as shared her personal story + background. Our goals with this piece of writing were to draw readers in (improving that bounce rate!), build credibility, and set a tone for the site.



The screenshot shows the top of the Foolproof Living website. It features a white header with a hamburger menu icon on the left, the brand name 'foolproof living' in a lowercase serif font in the center, and a magnifying glass search icon on the right. Below the header is a grey navigation bar with the text 'Home / Hello & Welcome To Foolproof Living'. The main content area has a white background and is titled 'Hello & Welcome To Foolproof Living'. It contains three paragraphs of text, a photograph of a woman, and a closing paragraph. The text describes the blog's focus on approachable, creative recipes and provides a mission statement. The photograph shows a woman with brown hair in a ponytail, wearing a grey sweater over a white collared shirt and dark blue jeans, standing outdoors. The closing paragraph is a call to action for readers to visit the site for recipes.

handed down her beloved family recipes, expert technique, and appreciation for quality ingredients.

Since then, I have traveled extensively, always on a mission to further broaden my insatiable international palate. Living in and adapting to new cultures, cuisines, and ingredients has formed me into the resourceful, seasoned cook I am today. It gives me great pleasure to help make comfort food from around the globe accessible to every home cook in every type of kitchen.

After a four-year adventure of living on a tiny Caribbean island and then another 4 years in a small town in Manchester Vermont, I now reside in Atlanta, Georgia.

About The Blog

“The Foolproof Seal”

I will never present any recipes to you that I haven't thoroughly tested and refined in my own kitchen. I'm here to make your life easier, one recipe at a time!

I am a firm believer that if you know how to read, you can cook. A desire to provide recipes with **easy-to-follow instructions** and **ingredients that are accessible to everyone** led me to launch Foolproof Living at the start of 2013.

Allow me to introduce myself.

My name is Aysegul but you can call me “Ice,” as most of my friends do. I'm the indefatigable cook/recipe-tester/photographer behind this site.

I was born and raised in Turkey where my passion for food was ignited. Not a day of my childhood passed without me stepping onto my stool to cook alongside my mother, as she



Since then, I have published over **500 recipes**. Every single recipe that's published here has been tested *at least* three times – once to taste in our own home, a second time to confirm the exact measurements of the ingredients, a third time to photograph it for the blog, and most of the time, a *fourth time* to video it (a process that often necessitates a 5th or 6th round). This means that I've cooked over **1500 recipes** for this site alone – I'll let you do the math on how many sinks full of dishes that equates to! And that's not even counting the recipes that did not make the *foolproof* cut.

My recipes have been featured in [Harpers Bazaar](#), [Tasty.co](#), [Buzzfeed](#), [Southern Living](#), [The Kitchn](#), [Apartment 34](#), [Refinery29](#), [Brit + Co](#), [The Every Girl](#), and on countless other food blogs across the internet.

I have also been profiled in [America's Test Kitchen](#) and on [Food52](#).

Additionally, I am regularly hired to create product-specific recipes for well-respected national brands such as [Horizon Organic](#), [Vermont Creamery](#), [Finlandia](#), [Swanson Broths](#), [Yankee Candle](#), [Good Plants Dairy-Free](#), [Bob's Red Mill](#), [Decoy Wines](#), [Powell & Mahoney](#), [Layer Cake Wines](#), [Stonyfield Organic](#), and many more.

Over the years, I have compiled an extensive range of recipes and continue to add to and update the collection based on my data-driven research of what *you* want to cook. So the next time you're looking for a particular recipe (or even just general inspiration for your weeknight dinner or upcoming celebration), I invite you to come to Foolproof Living first and give me an opportunity to make your life easier, one recipe at a time. **Simply plug in your desired recipe** into my search bar above and see what comes up.

Looking for something I've not covered yet? [Send me an email](#) and I'll get to work on it!

I'd be delighted to have you join our robust community of over 500k page views per month, over 15k subscribers, and over 70k Foolproof fans on social media. **You're in good company, my friend!**



What You'll Find on Foolproof Living

- **Recipes using everyday ingredients** that you can easily obtain at your local grocer.
- **Recipes that have been meticulously tested** to ensure you're never left with a dish that feels like something is missing.
- **Recipes that provide a healthy spin on classic comfort food**
- **Recipes that are simple and doable** for every home cook that doesn't require a ton of specialty gadgets and/or tools
- **Recipes free of food snobbery** – if there's a way to simplify the recipe by offering you shortcuts, I'll provide them, so long as they don't shortcut flavor or quality.

What You Won't Find on Foolproof Living

- **Recipes that take hours of hands-on time.** All of my recipes are outlined with easy to follow steps sprinkled with helpful hints along the way to keep things streamlined in your kitchen.
- **Recipes that include refined sugar** as an ingredient. (Note: I made this commitment starting in 2016, so you may find some recipes that are made with sugar from before then – but don't worry, I'm working my way through the archives to update them!)
- **Recipes that aren't positively delicious.** I only cook and eat truly good food – you should too.

To view more, visit:

foolproofliving.com/about-me



he said, she said

"When it comes to delivering the message that I am going for, Chrissann is my go-to person to put my thoughts into words that resonate with my readers. As we work together, she listens to what I am trying to achieve, and we brainstorm together to create an action plan to create something that will attract the right audience for my business.

Chrissann's ability to convey my message based on current marketing trends/knowledge and my particular niche help me get the most ROI, which is why I usually refer to her as 'my superpower.'" --- Aysegul Sanford, Foolproof Living



Category

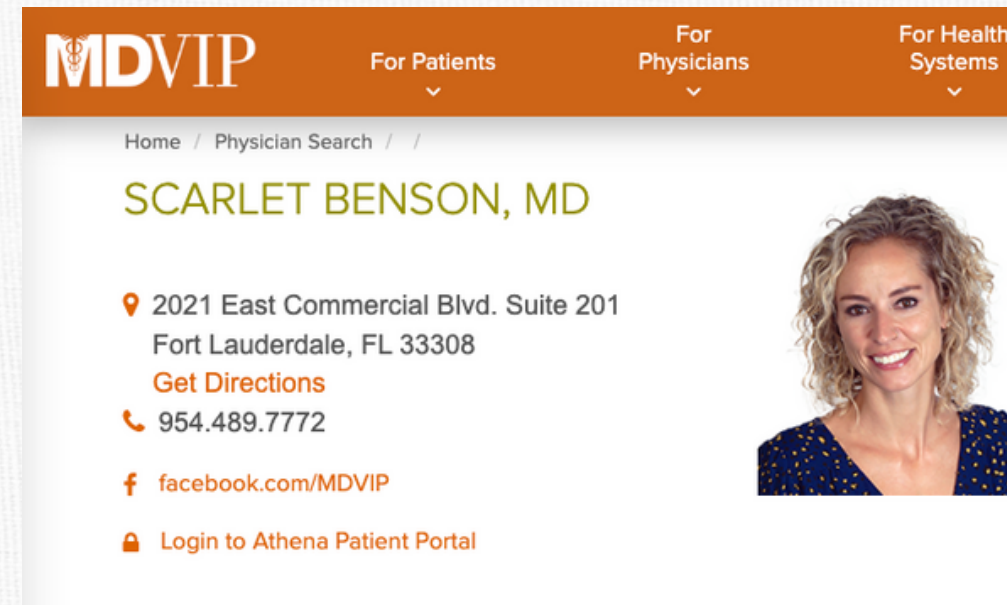
Professional bios

About

Dr. Scarlet Benson needed a fresh, professional bio that communicated her approach as a physician at the MDVIP clinic she was taking over in Fort Lauderdale. Our aim for her bio was that it needed to not only attract new patients, but to also set accurate expectations for and build trust with those patients being transferred to her.

To view more, visit:

mdvip.com/doctors/scarletbensonmd



The screenshot shows the MDVIP website profile for Dr. Scarlet Benson, MD. The header includes the MDVIP logo and navigation options: 'For Patients', 'For Physicians', and 'For Health Systems'. The profile page displays the doctor's name, a location pin for '2021 East Commercial Blvd. Suite 201, Fort Lauderdale, FL 33308', a phone number '954.489.7772', a Facebook link 'facebook.com/MDVIP', and a 'Login to Athena Patient Portal' button. A portrait photo of Dr. Benson is shown on the right side of the profile.



✓ ABOUT

LOCATIONS

My Philosophy and Approach to Wellness...

As a practicing physician with extensive training and experience in the care of acutely ill/critical patients as well as treating patients with chronic medical conditions, I am here to provide exemplary, individualized care to those seeking universal medical treatment and guidance. I prioritize a healthy, active lifestyle for myself and am passionate about encouraging my patients to do the same.

In my holistic approach to wellness, I partner with my patients in creating comprehensive healthcare plans to meet their unique needs and goals. My training at a Harvard-affiliated academic institution in Boston provided a solid background for caring for my patients using a traditional background in evidence-based medicine. In addition, my ongoing training in integrative medicine allows me to provide fresh insights and treatment options, including alternative dietary recommendations, herbal and nutritional supplements, and referrals to complementary care practitioners in acupuncture, massage, and more. As a female physician, I am also well versed in the most up to date advances in women's healthcare.

My 10-year background in emergency medicine gives me the unique ability to effectively manage many urgent/emergent conditions which most primary care physicians are unable to treat in the office. My MDVIP-affiliated practice is here to provide you with private, personalized care when you need it most.

I speak English and basic Spanish, and serve the greater Ft. Lauderdale area, including as far south as Miami.

I look forward to partnering with and supporting you in your journey to optimal wellness.



Whether you're new to the sport of SCUBA diving, or if you're a seasoned, experienced diver, there is always more to explore and discover.

How many of these dream dives can you check off your list so far? And - perhaps more importantly - what's next on your list?!

10 DIVE EXPERIENCES FOR EVERY DIVER'S DREAM LIST



www.makodivers.com

9 DIVE IN AN AQUARIUM (YES, YOU CAN!)



Aquarium dives are a unique opportunity to dive in a controlled environment - no current, crystal clear visibility, and a guaranteed abundance of sea life.

Local FL rec: Epcot Seas Adventure, Orlando
Travel rec: Georgia Aquarium, Atlanta, GA

TREASURE HUNT! DIVE FOR FOSSILIZED SHARK TEETH 10

Searching for relics from the past - underwater - is a thrilling genre of diving you've got to try. And uncovering fossilized shark teeth from an extinct species - The Megalodon - is next level cool. You can also find other shark teeth and other fossils on these exploratory dives.



Local FL rec: Venice, FL
Travel rec: Meg Ledge, Wilmington, NC

www.makodivers.com



Category

Marketing materials

About

Mako Divers needed an incentivizing "freebie" to help build their email list. I worked with the owner, John Cassidy, to come up with a list of dive experiences, then I researched and wrote about them in this downloadable PDF for new subscribers.

To view more, visit:

[Mako Divers 10 Dive Experiences PDF](#)

he said, she said

"When I first met Chrissann, I was so impressed by the level of quality in her work, which was immediately evident in not only the size of the community she was able to create, but also in the high level of engagement. It was obvious she really gets how to make people care about a message or brand.

I have now worked with Chrissann on marketing for both my own projects and those of my clients, and there is no one else I trust more to consistently bring her best ideas to the table and have a plan for how to put them into action. Chrissann is a star, cannot recommend her highly enough!" --- Amy Hayes, The Global Creator Studio



Category

Marketing materials

About

When Hawaii real estate broker Keahi Pelayo decided it was time to grow + develop his personal brand, he came to me for marketing strategies for social media + email, as well as a range of content writing needs. This PDF is an incentivizing "freebie" I created for him to use to grow his email list. Our aim for this document was to showcase his expertise and personality to begin building a relationship with new subscribers.

To view more, visit:

[Keahi Pelayo's Top 8 Mistakes PDF](#)



8 Mistakes Sellers Make (and How to Avoid Them!)

In my experience, sellers and their agents will catch many of the big things that impact a sale, but managing these 8 particular mistakes could well be the difference between netting the most money from a smooth sale vs having the little things come back to bite you.

Feel free to call me if you would like to discuss your unique situation.



Keahi Pelayo
Owner/Broker
808-398-3220
keahi@keahipelayo.com



3 NOT PREPARING YOUR PROPERTY FOR SALE

No one lives the way you sell a home. When it's time to sell your property, a little planning & preparation will go a long way toward a smooth sale and putting the most money in your pocket. By eliminating smells, clutter, dirt, and other things that look like a great deal of work to "fix," you help a buyer fall in love with your home and pay you the highest price.



BONUS TIP

Hire a professional to declutter your home. They can give an outsider's fresh perspective and help you remove, reposition, and reuse your existing things to make your home look more appealing.

www.keahipelayo.com



Category

Social Media Captions

About

I've been working with the owner of VI EcoTours for many years now and have created all of their social media posts for their range of accounts (eco tours, beaches, beach bars, an island gym, and more). This one, Best of St. John, is one we've pivoted over the years. It's now devoted to featuring affiliate tours, activities, and water sports rentals on the island of St. John in the US Virgin Islands.



best_of_stjohn
Maho Bay, St. John, USVI National Park

best_of_stjohn Want to stay right here all day? ✨
Maho's the perfect beach for a full day lime. 🌴

Our beach day passes for 2 set you up with all the amenities you need to maximize your fun + relaxation. Get chairs, floats, snorkel gear, and more. Details on our site! 😊

📍: @bravocondo_stjohn

#stjohnvi #stj #stjohnbeaches #stjohnlove #lovecitystj #usvirginislands #virginislandsnationalpark #virginislandslife #mahobay #mahobaystjohn #usvibeaches #virginislandsbeaches #stjohnsup #supstjohn #stjohnpaddleboarding #stjohnpaddleboards #stjohnsnorkeling #stjohnwatersports

1w

bphelon727 Literally my profile pic is in front of this tree ❤️
❤️ can not wait to be back!
1w 1 like Reply

boatiqueyachtchartersthe sweet turtles in Maho 💙💙💙💙
+ the beautiful water and views = one of our favs! 💙💙💙
1w 1 like Reply

bravocondo_stjohn Thanks for the repost guys! ❤️
1w 1 like Reply

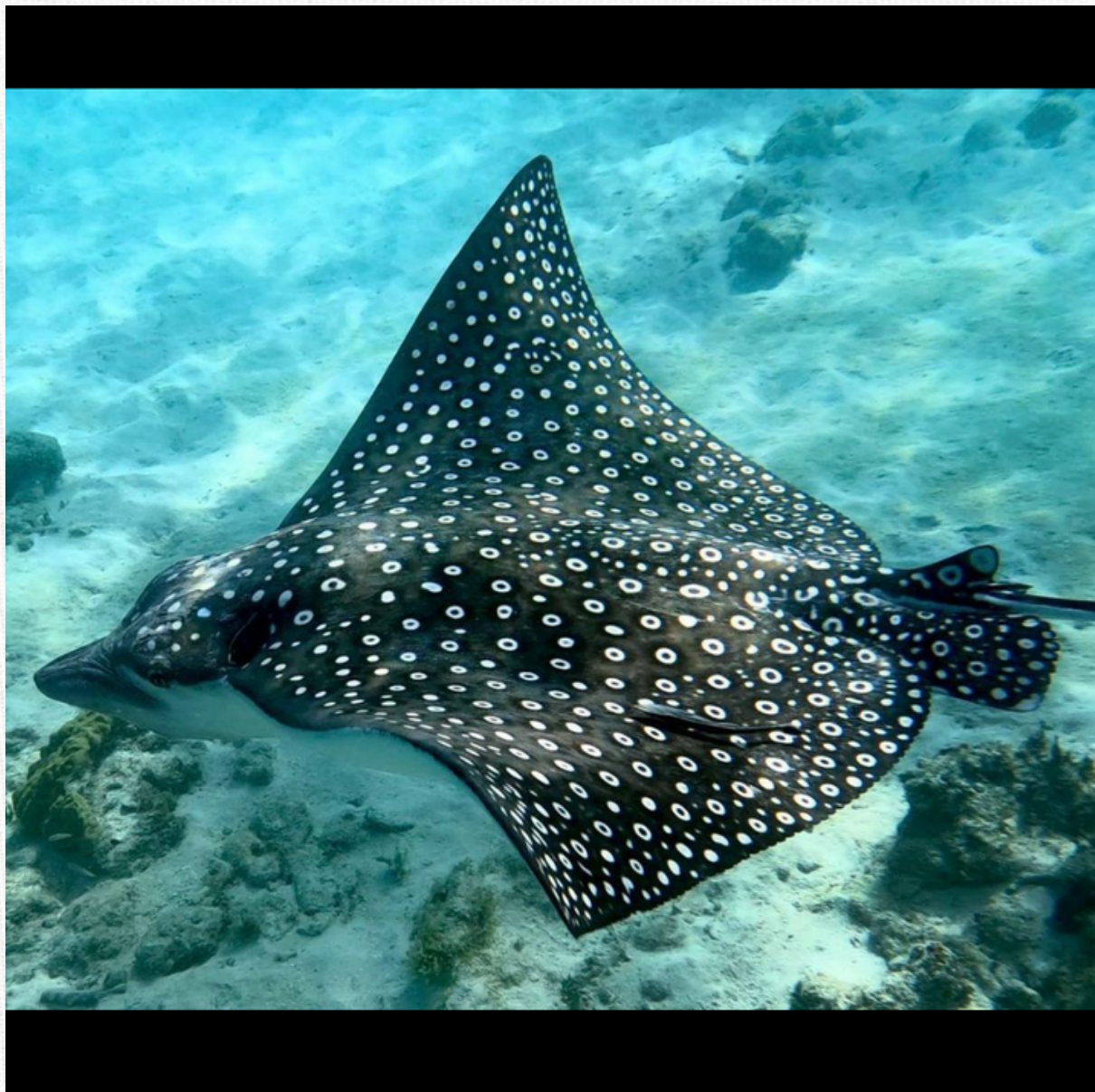
— View replies (1)

calvinjkles One of my favorite spots ❤️
1w 1 like Reply

📍 🗨️ 📌

Liked by amyschoeck and 591 others
JUNE 25

😊 Add a comment... Post



best_of_stjohn
St John, VI

best_of_stjohn What is your most memorable STJ snorkeling (or diving!) experience? 🤿

Swimming alongside an eagle ray is pretty magical - those spots practically glow underwater 😍

Need gear? Find options to rent on our site, or join us for a guided tour 🌊

📧: @stjohnturtlelady

#ecotourtravel #viectours #stjohnvirginislands #usvirginislands #travelforwildlife #islanders #virginislands #islandvacation #islandtravel #islanddreaming #traveldreaming #musttravellist #stjohnsnorkeling #usvisnorkeling #virginislandssnorkeling #mahobay #mahobaystjohn #usvibeaches #virginislandsbeaches #stjohnsup #supstjohn #stjohnpaddleboarding #stjohnpaddleboards #stjohnsnorkeling #stjohnwatersports

10w

cindycrom Loved swimming with the turtles at Maho. ❤️ was so amazing. 10w Reply

limetree_st.john Beautiful!!! We see one at Waterlemon here and there! 10w 1 like Reply

billycicchino Night diving off Devers came up on a GIGANTIC title resting on the sea bed... VERY cool. 10w 2 likes Daniv

APRIL 20

Liked by amyschoeck and 411 others

Add a comment... Post



best_of_stjohn
Maho Bay, St. John, USVI National Park

best_of_stjohn Who wants to dig their toes into that powdery Maho sand? 🏖️👣

This beach is such a stunner - when will you walk it next? 🌴

Get Maho Bay amenities in our beach pass pack --> 🔗 in bio

📧: @annastraveltips

#stjohnvi #stj #stjohnbeaches #stjohnlove #lovecitystj #usvirginislands #virginislandsnationalpark #virginislandslife #beachlife #islandhopping #caribbeanlife #islandlife #beachwalk #vacationvistas #mahobay #mahobaystjohn #usvibeaches #virginislandsbeaches #stjohnsup #supstjohn #stjohnpaddleboarding #stjohnpaddleboards #stjohnsnorkeling #stjohnwatersports

6w

theenieb Be back in August!! 6w 1 like Reply

kjnauman Monday. ❤️ 6w 1 like Reply

kjscott_13 Please 🙏 6w 1 like Reply

misscarriebaby01 Me 6w 1 like Reply

leamuschel 🙌🙌🙌 6w 1 like Reply

MAY 16

Liked by virginislandsecotours and 869 others

Add a comment... Post

To view more, visit:
[instagram.com/best_of_stjohn](https://www.instagram.com/best_of_stjohn)



he said, she said

"Working with Chrissann has been an absolute joy because she is amazing at what she does. Her writing is magical, fun, cheerful, light hearted and always spot on. Her social media strategy quadrupled the sales of our business and put it locally at the top of Instagram and FB map within a year.

I credit her promotional skills as helping us to win the #1 Beach Bar in the Caribbean Award. We used her skilled advice on all aspects of marketing. Thank you Chrissann for sharing your brilliant professionalism."

--- Sybille Sorrentino, VI Ecotours/Best of St. John



Category

Email marketing + podcast show notes / summaries

About

For a couple of years, through several re-brands, I provided my podcast management services to sales + lifestyle coach, Jen Gitomer. Each week, I would receive a transcript of her podcast and with it, I would create an episode title, graphics, a short summary, a longer form blog post/show notes, and an email to go out to her subscribers.

More examples available upon request.



Hey Chrissann,

As a fellow coach or service-based business owner, you know that in order to achieve the success you're hoping for this year, it requires focus, motivation, and dedication.

But all too often, things can get in the way of your productivity. The good news? All it takes to get back on track are a few purposeful actions that I'm going to share with you in this week's just dropped podcast episode.

Join me for [Episode #12](#) of Your Success Frequency podcast to realign your efforts to better serve your larger goals and tune your frequency to exactly where you want it to be.

[LISTEN NOW](#)

Here's to your high vibes, your energy, and your frequency,

XO,

jen

THE BUSINESS INVESTMENT THAT DELIVERS THE HIGHEST RETURNS



Hey Chrissann,

When it comes to your business, if you want to excel, you know you've got to invest now in order to reap future gains. So you invest your time. You invest in education. You invest in software, design, and branding.

But how much are you investing in your relationships?

The world's leading entrepreneurs all have one major thing in common: they harness the power of relationships to grow their businesses. And the truth is, it's not just about making business relationships, it's about the depth of your relationships.

This week on the Breakthrough Babe Podcast, I'm sharing what it means to cultivate deep working relationships, and how you can begin forging more meaningful connections, especially if they're currently missing from your life.

Check out [Episode #97](#) to discover why investing in relationships and expanding your network is the quickest and best way to grow your business.

[LISTEN NOW](#)



NEW PODCAST

AN ACCELERATED WAY TO GET AHEAD IN YOUR BUSINESS



Hey Chrissann,

During my trip to Sedona, I went on what I consider to be a pretty intimidating hike and it got me thinking about what we tend to do when something in our businesses threatens our sense of security.

I see so many entrepreneurs hit a roadblock and then they are reluctant to do the very thing that will help them move beyond it.

New for you this week on the Breakthrough Babe Podcast, I've got a quick hiking story to share with you that ended up being an incredibly relevant analogy for how to take on the fears that arise in business.

Tune in to [Episode #89](#) of the show to discover what to do the next time that moment of truth stops you in your tracks so you can reach the mountaintop without delay.

[LISTEN NOW](#)

From unedited transcript to comprehensive show notes for the blog:

Episode 118

Tue, Oct 04, 2022 8:07AM • 19:24

SUMMARY KEYWORDS

clients, vip, business, working, create, irresistible offer, day, sell, offer, identify, information, cash injection, week, sedona, business owner, experience, service, breakthrough, transformation, hour

00:00

Welcome back breakthrough babe, welcome back. This is potentially the last time I'll be opening with that statement not because the podcast is ending or going anywhere, don't worry, but because I am shifting into a new reality a new dimension. And I am renaming the podcast to go along with that a lot has been happening in my business behind the scenes over the past year, let alone really the past couple of months. And the breakthrough babe term no longer feels as aligned as it once did. And that's the cool thing about business is we get to move and shift and grow as we grow individually, especially when you are a personal brand business. But that's not what today's episode is about. I just wanted to let you my loyal listener, know what's going on behind the scenes. So in the next week or two, I'll be launching the new name. And I am so excited for you to hear what it is and see how you relate to it. Because I know, it's been a big part of my journey. And I'll be explaining all about it shortly. But in the meantime, let's get into today's episode, which is all about VIP days. And why do VIP days even matter to you? So the reason this comes up is because first of all this week, I'm hosting a VIP day for one of my clients who I've been working with for about a year now. And she's coming to Charleston to meet with me at the beach. And she's going to have what's known as a VIP day or a breakthrough business day. And in today's episode, I'm going to share all about what a VIP day is, what happens during them what they entail. And in the next episode, which I may release, as a bonus episode, sooner than next week, we'll see. That'll be all about how you can sell VIP days. So listen up, because understanding the offer and what this entails is so important before you can go in and sell them on your own. Okay, so first of all, what on earth is a VIP day. And I created a whole course on creating money on demand. And that money on demand came to me when I started my business in 2013. And realize that I needed cashflow, and realize that there were a lot of business investments that you want to make, especially as a new business owner. But in order to make them if you're bootstrapping or building your business, you need to come up with cash quickly. If you want to make them you know, up front and really accelerate your growth. And whether you're new to business or you've been in business for 10 years, the way I look at VIP days is twofold, amazing, bountiful abundant transformation for for your client, and a quick cash injection for you and your business. So it's a win win. It's a win win win, everyone wins. Now, what happens on a VIP day that makes it so powerful for your client, a VIP day. And sometimes by the way, it's two days, sometimes it's two and a half days, sometimes it's half a day, you get to decide what that looks like for you. But this is a day where you embrace the client as a total VIP. And you help them achieve something that would normally take weeks or months to achieve. And you achieve it in a day. So for example, this week with the client I'm working with, she wants to create a business plan for the year she wants to really set herself up for success for 2023 and have a whole plan and strategy

Transcribed by <https://otter.ai>

1

Title: "Understanding & Implementing VIP Days in your Business"

When working with your clients, have you ever stopped to consider not just the best path, but *the quickest path*, to their desired transformation?

As a service-based business owner, you're likely used to providing results to your clients over weeks or months at a time. But wouldn't it be incredible - for both you AND your clients - if you could bring their ideal outcomes to fruition in one day?

In today's new post, I'm diving deep into VIP days - what they are, why they should matter to you, and how you can craft them into mutually beneficial *golden opportunities* for you and your clients.

VIP days aren't just a day - they're an experience. And I'm going to help you brainstorm how to create your own that are impactful and irresistible. Read on to accelerate your clients' results while infusing quick cash into your business.

Now, what happens on a VIP day that makes it so powerful for your client, a VIP day. And sometimes by the way, it's two days, sometimes it's two and a half days, sometimes it's half a day, you get to decide what that looks like for you.

What are VIP Days?

A VIP day is like a coaching or service session on steroids where your client gets to walk away having achieved the outcome(s) they've been hoping for in just one session with you. Instead of extending your services over time, you help them undergo an accelerated transformation in one day.

Whether you're new to business, or if you've been in business for 10+ years, the way I look at VIP days is twofold: abundant transformation for your client, and a quick cash injection for you and your business. It's a win-win for everyone involved.

VIP days are gold in business because they're literal gold to the business owner, but they're also unparalleled gold to your client.

Category

Pitch letters

About

I have assisted many clients in pitching themselves and their work for podcast guest appearances, in book proposals, as featured writers on popular blogs, and more.

This is an example of a pitch letter for my client, Dr. Sarah Sarkis. I used a format such as this to get her onto many podcasts and expand her reach.

More examples
available upon
request.

Hi Melissa and team,

I am a huge fan of the *Do The Thing* podcast. Your recent episode on "Making Social Media a Happy Place" was particularly impactful and gave me a new intention to use when online in 2020 - so thank you for that!

I'm contacting you on behalf of my client, Dr. Sarah Sarkis, who I believe would make a fresh, fun, and compelling expert guest for a future podcast episode.

Dr. Sarah Sarkis is a psychologist, writer, and optimal performance consultant with a private practice in Honolulu, Hawaii (though it won't take you long to discover she's a Boston girl at heart). Her integrated approach is big on science, low on bullshit, empowering her clients to achieve long term change and growth through an eclectic blend of psychology, neurobiology, and functional medicine. Sarah is also a performance consultant for the [Flow Research Collective](#) founded by Steven Kotler, that explores the outer reaches of human excellence.

While there are a variety of wellness-related topics that she could effectively cover, I think discussing her emphasis on integrative and holistic psychology in helping both men and women create meaningful, lasting change in their lives could be a uniquely engaging topic that would appeal to your audience. Sarah is also a woman breaking into a male-dominated field - optimal performance consulting - and she and Melissa could no doubt have an interesting conversation in that arena as well.

I'm also happy to provide additional topic ideas upon request, if you have a specific area of interest.

You can find Dr. Sarkis' media kit attached.

To hear a sample of Dr. Sarkis' engaging persona and research-backed knowledge, you can [find links to all of her past podcast appearances here](#).

Would you be interested in having her on your show? I'm happy to help you schedule a convenient recording date.

Thanks so much for your time and for all you do for the world of wellness!

Chrissann Nickel

Public Relations for Dr. Sarah Sarkis, Psychologist & Optimal Performance Consultant

www.drSarahSarkis.com

Connect on [Facebook](#) & [Instagram](#)

Get the support you need in your quest for a sense of wellness - [subscribe to The Padded Room blog here](#).

Category

Email marketing

About

Prior to the founder's passing, I handled all of the ghostwriting for the real estate development company, Salon Suite Partners. I wrote their website copy and SEO-targeted blog posts on behalf of the founder, Peter Stein. A busy entrepreneur, Peter would call me with his ideas and I'd compile them into cohesive written content, including these email marketing campaigns.

More examples available upon request.



Salon Suite Consulting | Development | Investment



When most people outside the salon industry hear the term salon suites, they generally tend to check out mentally. They're not a stylist, they're not interested in becoming a stylist - they're a real estate investor. But that's where they're making the biggest mistake. Salon suite ownership has little to do with actual salons and everything to do with real estate investing.

Salon suite ownership is one of, if not THE, best kept secret in today's real estate market simply because people don't know about it. It's not a crowded investment space. There's little competition.



And that's exactly where the opportunity lies.

In case you missed it, I've been hopping on Instagram lately with a few videos sharing details about why I've been investing my time and money into salon suites, as well as sharing some of our owner testimonials. Please do [follow us](#) over there to check out the videos posted, as well as stay connected for more in the series that I'll be releasing in the coming weeks.



In this month's 4 newly published blog posts (which you'll find linked below), we share some of the reasons why hiring a salon suite designer can make or break your buildout budget, how salon suite ownership can be your retirement plan, and more on the current trends in the industry.

In this month's 4 newly published blog posts (which you'll find linked below), we share some of the reasons why hiring a salon suite designer can make or break your buildout budget, how salon suite ownership can be your retirement plan, and more on the current trends in the industry.

If you'd like to chat about potential income streams in your area, give us a call anytime at (305) 902-1962.



**“Salon Suites,
THE ULTIMATE
NICHE REAL
ESTATE
INVESTMENT”**



NEW THIS MONTH:

The Most Profitable Real Estate Investment You Haven't Heard Of



Salon suite ownership has little to do with actual salons and everything to do with real estate investing....

[Read the Article](#)

Hey, Beauty Boss! Here's Your Retirement Plan

It's finally time for you to become your own beauty boss - and it truly couldn't be a better time in this real estate niche to do so...

[Read the Article](#)



Why Salons Are Disappearing & Salon Suites Are On The Rise

Salons as we know them are disappearing each year, and are being replaced by a concept more appropriate for the times: salon suites are on the rise....

[Read the Article](#)



Category

Blog writing

About

I handle a variety of marketing services for the Virgin Islands-based luxury yacht charter company, &Beyond Yacht Charters.

We use their blog primarily for SEO purposes, so each month, I craft blog posts to help the site rank in their targeted keywords.

Why an All Inclusive Yacht Charter in the Caribbean is the Ultimate Honeymoon

May 30, 2023



If you've got an upcoming wedding in the works, there's one thing you're likely looking forward to most... *the honeymoon!* When searching for honeymoon destinations, the Caribbean – in all its paradisiacal glory – is an easy choice. But where to stay? Enter: the all inclusive Caribbean yacht charter.

Here are our top reasons why an all inclusive yacht charter in the Caribbean makes for the ultimate honeymoon:

You just planned a wedding – the honeymoon is your time to relax and have the planning done for you!

On an all inclusive yacht charter, your experienced crew will handle all of the details. From the practicalities of clearing into Customs & Immigration, to where you should stop during the week, to meal planning and activities... it's all handled and off your plate. You two can sit back, relax, and enjoy the view – and we'll bring you some bubbly!



Because honeymoons should feel truly luxurious and decadent.

You only get one honeymoon, so this is your opportunity to treat yourselves! Having a well-appointed catamaran complete with a crew to pamper you – all to yourselves – is next level vacationing.

This is your time to reconnect and refresh.

After a wedding and everything leading up to it, you're both no doubt in need of a break from the world and some quality me + you time. On an all inclusive yacht charter, you get the peace you need to focus on one another, without distractions or annoyances like a busy resort swimming pool or lines at a breakfast buffet. Your yacht is all yours to lounge, dine, and indulge in, so you can re-enter the world as a rejuvenated newly married couple.



To view more, visit:

andbeyondyachtcharters.com/blog

The Caribbean is uncomplicated and indisputably wonderful.

There is no better destination for an all inclusive yacht charter. Calm seas, smooth sailing, romantic sunsets, and dreamy beaches are the perfect match for honeymoons. And island hopping on an all inclusive yacht charter means you get to experience many islands without any intricate travel hoops to jump through.

If you're in the midst of planning your honeymoon and would like more details on Caribbean yacht charter destinations and the right yachts for two, [contact our yacht consultant, Liza](#), for personalized assistance.

he said, she said

*"Chrissann is one of those professional investments you will never regret making.
I could not operate my business without her."* --- Dr. Sarah Sarkis



Thank you for perusing through some of my work!

*I have plenty more examples available upon request.
You can also get a vibe for my general style and
what it's like to work with me on my website.*



chrissannnickel.com