

Emma Tarp*

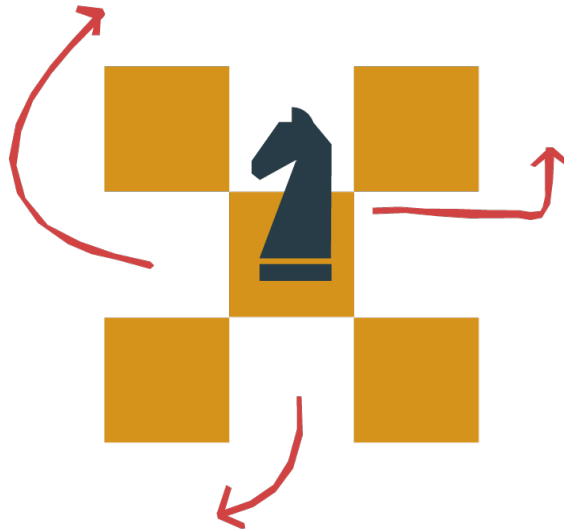


Hi There,

I'm Emma. I'm a copywriter and brand strategist based in Minneapolis, MN (before that: Nashville, TN and Washington, D.C.). I work with small businesses and creative entrepreneurs to bring their brand identities to life with words. I've pulled together a few of my favorite projects so you can get a taste of my process and style.

I like working with people who want to do things that have never been done before. So, if you don't see what you're looking for in this portfolio, don't let that stop you from reaching out. I believe in the power of a face to face (or, these days, screen to screen) convo to feel out if we'll be a good creative match.

emmatarp.com | emma@emmatarp.com | [@emmadoyoucopy](https://www.instagram.com/emmadoyoucopy)



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Branding & Website Copywriting

Like ice cream and brownies, brand strategy and writing always go hand in hand. Writing about you (or your brand, or business) is strongest when we know who you are, who you're talking to, and what you want to accomplish. That's why every website writing project begins with thoughtful brand exploration and personalized strategy so we can make sure your messaging not only sounds good but makes an impact.

MERIT LIFE GROUP (click on the name of a project to visit the completed website!)

Merit and their retirement income products help make retirement easier for everyone. Their premier product, a CDA named Banyan, guarantees a stable income floor that supports your ideal retirement. In collaboration with [Indee](#), I helped Merit develop their elegantly simple brand voice, messaging, website copy, and put words to several marketing materials.

- Brand Voice
- Tagline, Value Proposition, Brand Messaging Pillars
- Website Copy
- Marketing Materials
- Brand Voice Guide

MAHA STUDIOS

Maha Studios is a Chicago-based wedding photography studio that delights in the vibrant traditions and rituals at the heart of South Asian and multicultural weddings. Maha Studios was looking for an elegant, expressive voice that would attract couples seeking a luxury photography experience for their one-of-a-kind multicultural weddings.

- Brand Voice
- Vision, Mission, Values
- Website Copy
- Brand Voice Guide
- Client Experience Guide

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REICON WEALTH ADVISORS

Reicon Wealth Advisors offers personalized, high touch wealth management for those seeking exclusive investment opportunities. Together with design studio [KR Creative](#), we built a brand that is modern and distinguished with a clean, sophisticated voice.

- Brand Voice
- Vision, Mission, Values
- Tagline, Value Proposition, Brand Messaging Pillars
- Website Copy
- Brand Voice Guide

EXAM.NET

Exam.net keeps online testing simple and sophisticated. Made by teachers for teachers, this exam software helps educators conduct seamless examinations while still maintaining their autonomy and teaching style. I worked with this internationally-beloved brand to define a voice and craft language that is direct, confident, and always polished.

- Brand Voice
- Vision, Mission, Values
- Tagline, Value Proposition, Brand Messaging Pillars
- Website Copy
- Brand Voice Guide

FORTERA CREDIT UNION

Fortera is not your average credit union. With a real desire to see their member's thrive and a down-to-earth personality, Fortera wanted to find a way to express their humor and heart without sacrificing professionalism. I helped Fortera distill their core brand personality and bring it to life on their website.

- Brand Voice
- Website Copy
- Blog Posts
- E-Books
- Brand Voice Guidelines

It's a big site— skip to [here](#), [here](#), and [here](#) to see some of my proudest pages.

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THE CLAPHAM GROUP

The Clapham Group is a D.C.-based, faith-driven consulting agency committed to build bridges and promote social change for the common good. From global poverty and child welfare to education and racial equity, this social impact agency comes alongside culture-shaping people and organizations to consult, connect, and build campaigns that advance the well-being of all. I helped TCG discover their impactful brand voice, align on their mission, vision, and values, and craft compelling copy for their website.

- Brand Voice
- Mission, Vision, Values
- Website Copy
- One Sheet for Partners

YOGA DECK

Inspired by the lush retreat centers in Tulum and Costa Rica and based in the heart of Bankers Hill San Diego, Yoga Deck is an urban sanctuary that invites you to set down the demands of your life and embrace the present moment right where you are. I helped the folks at Yoga Deck craft intentional website copy that expresses their heart for community and inclusivity.

- Brand Voice
- Website Copy

NICOLA HARGER PHOTOGRAPHY

Nicola Harger is a luxury lifestyle photographer who creates emotionally resonant images for artists and ethical brands. Nicola wanted to solidify a brand voice that would help her stand apart in her industry, speak to her ideal clients, and still sound just like her. Together, we teased out the elements of her brand and harnessed them into a cohesive voice that would remain strong and consistent across all internal and external platforms.

- Brand Voice
- Mission, Vision, Values
- Website Copy
- Email Templates

> [Nicola Harger Case Study](#) <

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PIET VAN WAARDE

Piet Van Waarde is a pastor, author, and friend. Passionate about helping people find, experience, and hold fast to a meaningful faith, I helped Piet craft messaging for his website to feel compelling (but not transactional) and pastoral (but not preachy). What emerged was a unique voice that balances reverence with warm, laid-back language. Most importantly, we sought to build out a voice and messaging that felt natural and intuitive for Piet to continue to use time and time again.

- Brand Voice
- Website Layout
- Website Copy
- Book Introduction
- Book Copyediting
- Brand Voice Guide

BANNERSTALKER

Bannerstalker, founded by a William & Mary Computer Science major, helps students nab seats in hard-to-get classes. Between cheeky nods toward cult-favorite classes and a casual, self-deprecating tone, Bannerstalker's copy harnesses a brand voice tailored to its very specific audience — William & Mary students.

- Brand Voice
- Website Copy

[> Bannerstalker Case Study <](#)

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Naming

SUBATOMIC AGENCY

Subatomic Agency helps startups get to market quickly and equips them with the resources and tactics necessary for scalable growth. Previously known as JB Consulting (after the founder, Justin Bean), Subatomic Agency was looking for a no-bullshit, straightforward name with the inertia to match that of his services.

I worked together with a team of freelance writers and strategists on finding the perfect name for JB. From research to ideation, domain checking to trademark search we arrived at Subatomic: All that Matters.

LONG WAY HERE

Fred Liggin, a pastor and educator in Williamsburg, VA, is dedicated to seeing transformation in the hearts of people and in the midst of communities. Fred has had a blog for a while, but wanted to shift his focus from personal reflections to a hub of resources that can help laypeople and other pastors navigate individual and societal traumas, participate in race reconciliation, and live like Christ even when it's uncomfortable.

Fred was looking for a name that could be disruptive and make his readers think, without being off-putting. The paradox implicit to “Long Way Here” evokes the theological concept of “eschaton”— the idea that Christ is already here, but the work is not yet complete— that drives his social justice work.

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Blog Posts

NASHVILLE NEUROCARE THERAPY

I ghostwrite monthly blog posts for Dr. West at Nashville NeuroCare Therapy. At NNCT, they treat depression and sleep disorders using Transcranial Magnetic Stimulation (TMS) therapy. TMS use magnetic technology to stimulate under-active neural networks in the brain that regulate mood and behavior. This offers real, lasting relief from depression and is completely comfortable, safe, and free from any negative side effects. In the blog, we work to de-mystify and de-stigmatize a range of mental health concerns.

[Overwhelmed by Pandemic Stress? Self-Regulation Can Help Find Relief from Summertime SAD](#)

EEEEP— We're in [Harper's Bazaar](#)! I ghostwrote Dr. West's answers on why men are so reticent to wear sunscreen.

COMPUTERPROS

ComputerPros is Nashville's premier technology repair service and store. They sell the latest tech products, offer savvy repairs, and delight in offering their customer's the best technology guidance so they can make the choices and purchases that best support their lifestyle and personal needs. I've written a number of ComputerPro's thought-leadership pieces, including the two articles featured here.

[Design a WFH Space that Boosts Productivity and Morale Stay Secure While Enjoying the Cloud](#)

MOTION WORSHIP

Motion Worship provides churches with affordable, high-quality multi-media (think the animations behind worship lyrics, hype countdowns, and promo videos). Motion also has an active blog that touches on topics relevant for all kinds of church professionals ranging from tech directors to church planters. I write for Motion's blog on a regular basis, speaking from my own experience as a worship leader:

[Tips for Encouraging Students to Take Ownership of Their Time With God](#)
[How to Make Your Church More Accessible for Disabilities.](#)

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Product Descriptions

DA BEER

Da Beer is beer for the people of Chicago. Cocky, bold, and with a nod towards all things sports and fandom, Da Beer is a Chicagoan's go-to drink for every tailgate and watch party. I worked with [Perky Bros](#) to craft descriptions for their novelty tees that captured the rowdy spirit of the brand and the nostalgia of Chicago sports.

Their site is forthcoming but you can read a few descriptions here:

[Da Zamboni Ride](#)

[Da Crop Top](#)

[Da Standard](#)

TEMBO PROPERTY GROUP

Tembo is a real estate investment based in Millburn, NJ. With properties ranging from high-end homes in the Hamptons a Class-A multi-family and mixed use real estate, Tembo invests in high quality assets that effortlessly enhance their communities rather than rewriting their unique history and charm. Working with the team at [Perky Bros](#), I helped Tembo write case studies highlighting their beautiful properties.

Check out [North Pond](#) and [Main](#).

SAFFORD EQUIPMENT

Lawn mowers, chainsaws, and trimmers, oh my! Safford Equipment, a leading lawn equipment provider, was looking to juice up the manufacturers copy for gear like blowers, pole saws, and more. These descriptions favor readability, but every now and again I get to sneak in a lawn-related pun to add a bit of personality to this heavy machinery material.

[This](#) and [this](#) will give you a taste.

MADE IN TN

Made in TN curates the best giftable goods that Volunteer State has to offer. Everything on Made in TN is, well, made in Tennessee by makers, artists, and dreamers. I helped Made in TN write in-depth descriptions for their featured vendors that tell a story, celebrate their Tennessee connection, and highlight what's to love about their products.

New site forthcoming. Samples available upon request.

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emma@emmatarp.com

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Video Scripts

LATTICE

Lattice People Success Platform helps companies put their people first with products that enhance performance, engagement, and development strategies. [Greyduck](#), a motion design studio, brought me on to write scripts for a series of explainer and sizzle videos highlighting Lattice's intuitive products. While most of these videos are still in production, enjoy the first sizzle video on [Lattice Compensation](#).

Artist Bios

IRON RANGE

Iron Range, a true rock 'n roll band, asked me to craft a quippy, rambling piece for the back of their debut record. Inspired by indulgent prose written by some mysterious "press and public relations officer" on the back of [classic Byrd's records](#), I whipped up something equally as egregious and fun for this Nashville-based three piece.

Read it [here](#)!

WIM TAPLEY

Wim Tapley is a one-piece rock-n-roll outfit and multi-instrumentalist based out of Athens, GA. Firmly rooted in Americana with a devastating knack for dreamy pop hooks, Wim boasts a singular voice that casts a wide appeal. I wrote Wim's dramatic artist bio to fit the spice and verve of his on-stage space cowboy persona.

Go on, give it a [read](#).

JUSTIN LAMAR

Justin Lamar is a pro-basketball player turned stand-up comedian. With easy confidence and a voice that makes you lean in to listen, Justin offers warmth, inspiration, and laughs in spades. It was a joy to write Justin's long-form bio.

Read it [here](#)!

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Branding & Writing Resources

I get nerdy about how words make people think, feel, and act. I've put together a few resources to help business owners make the most of their messaging all on their own. Feel free to put them to use and share with your mom!

EMMA TARP NEWSLETTER

Not your mother's newsletter (though, if your mother does have a newsletter, please forward it my way!). I send out thoughts every month or so, with content ranging from copy & branding resources to ad hoc diary entries. My barometer for if what I'm about is send out is worthy of your inbox is, "has this made me think or feel? Will it make you do the same?"

[Sign up here](#) for a taste!

- Tips for an honest and enticing ['About Me'](#) page
- How to write (and keep writing) [blog posts](#) that serve your audience *and* your business

Want to work together? Reach out at emma@emmatap.com and let's talk shop.

