

**Varona & Co Copywriting**  
**Company "About Us" Samples**

**Note:** All brand names and product names used in these samples have been approved by the owners. All other names have been redacted to keep client identities confidential.

## **Vive Delivery “About Us”**

*Below you will find the “**About Us**” section written for Vive Delivery.*

At Vive, we know your time is too valuable to be spent waiting in line. Our mission is to save you time by changing the way you order your coffee. We brew premium, fresh-ground gourmet coffee from a variety of South American countries on site, and deliver it right to your location in just minutes. Ordering is as easy as sending a text, visiting the website, using our app, or making a phone call. So don't go out of your way to get your coffee. Stay focused. Stay productive. Save time.

### **The Idea Behind Vive**

As busy college students at the University of Florida, Vive's founders habitually turned to coffee to stay awake, alert and focused in order to get through the many trials college life brings. After several years of avid coffee drinking, they noticed an underserved market segment within the coffee drinking community: people who love coffee but are too busy to waste time ordering it. This brought about the question: Why should everyone who wants fresh brewed coffee have to go out of their way and stand in line to get it?

## **Our Customers**

The coffee shop atmosphere is appealing to many. But not all of us have time to wait in line and sit around leisurely drinking our coffee. Vive caters to busy people who have little time to waste. We are changing the way you order coffee by eliminating the traditional inconveniences of ordering coffee. Our business model caters to those actively engaged in studying, work, research, internships, or the like. We serve people who love coffee and need it for optimum focus, but who don't want to lose focus getting it.

## **Our Services**

*On Demand Delivery:* Need your coffee now? Just place an order through any of our convenient ordering platforms and you'll have a hot cup of fresh coffee brought right to your location in just minutes.

*Scheduled Delivery:* Have a long class on your schedule this semester? Don't have time to stop for coffee between school and work? Schedule deliveries around your agenda so you can stay focused during work or class without missing anything. We'll bring your coffee right to the door of your lecture hall or classroom so you don't even need to leave the room.

*Wake Up Call:* Having trouble getting out of bed in the morning? Trying to wake up early but can't stop hitting the snooze button? Order our signature wake up call and you'll be woken up with phone call and a hot cup of coffee at your door. Our wake up calls are a great way to force yourself out of bed, and our coffee will be sure to wake you up so you can be ready to take on the day.



## **Our Mission**

At Vive, we believe your coffee should come to you, not the other way around. We are dedicated to providing you with the finest blends of coffee while saving you precious time. We offer an assortment of premium roasts from a variety of South American countries. Each morning, we grind our coffee and brew it to perfection to ensure you are getting the highest quality coffee around. We strive to make ordering as easy as possible. That's why we offer a variety of convenient ordering platforms, like phone, text, website, and our app. Our delivery drivers go all out to fill your order in a surprisingly fast manner so you can get your coffee right when you need it.

## **Sabeli Handmade “About Us”**

*Below you will find the “**About Us**” section written for Sabeli Handmade.*

### **Specialties**

Crystal Bracelets, Catholic Keychains and Hangers.

### **How our products are made**

Our products are handcrafted by expert artisans. We use different techniques depending on the product. Macramé braiding, handmade barrel knots, Czech bead embroidery with wire, and Kumihimo round braiding are some of the techniques we implement in the crafting of our products. We spend a substantial amount of time putting together each product. The materials are thoughtfully selected, and any knots, braids, or embroidery are carefully done by hand.

### **Inspiration**

We strive to make products that are special and unique. We believe in making products that our customers are proud to own. We create original designs and handcraft all our products to ensure that everything we sell is beautiful and of the highest quality.



## **About Us**

We started with a vision to bring the beauty of craftsmanship to everyday items like keychains and bracelets. We began with an extensive and rigorous search for the best materials we could find. Afterwards, we combined these materials in a nuanced and thorough design process. All our designs require a substantial amount of work to be done by hand, and this is one of the ways we ensure the quality of our products. By putting together high-quality materials with original designs that require craftsmanship and time to create, we were able to make beautiful products that make everyday accessories something truly special.

## **Bellissima Fiore “About Us”**

*Below you will find the “**About Us**” section written for Bellissima Fiore.*

### **About Us**

Bellissima Fiore was established in 2019 as a family-owned business based out of Fort Lauderdale, FL. Our goal is to share with the world the peacefulness and joy that authentic roses inspire in people.

Our forever flowers are genuine ecuadorian roses that go through a proprietary preservation process that allows them to last 6 months to 1 year.

By combining forever flowers with modern original designs, we are able to create the Bellissima Fiore. A product that can influence the ambiance of any room, and that lasts substantially longer than expected.

### **What is a Bellissima Fiore?**

Bellissima Fiore were designed to influence the ambiance of the room. These aren't just roses; they are a way to define and express the desired atmosphere for any room. A Bellissima Fiore is a unique product for a unique person.

Bellissima Fiore are made with genuine Ecuadorian roses. The roses go through a proprietary preservation process that allows

them to last 6 months to a year. All our Bellissima Fiore are handmade from original designs.

Bellissima Fiore are intended to be put on display. They can be showcased just about anywhere, but bedrooms and common areas work best. You can display them with the clear acrylic top on or off, or you can also set the flowers on the acrylic top.

## **FAQs**

### **Are the roses real?**

Bellissima Fiore are made with real roses grown in ecuadorian farms.

### **How long do they last?**

Our roses go through a proprietary preservation process that allows them to last 6 months to 1 year.

### **Do the roses keep their fragrance?**

The preservation process does not retain the fragrance.

### **What is the size of a Bellissima Fiore?**

The container has a height of 5 in. and a diameter of 4.7 in.

### **How many roses come in a Bellissima Fiore?**

Our Bellissima Fiore are handmade and they can have anywhere between 8 to 10 individual roses.

### **Can I customize my Bellissima Fiore?**

We have 8 different Bellissima Fiore. We currently do not offer any customizations to the product.

### **Does it require any assembly?**

The product does not require any assembly. It is ready to display straight out of the box.

### **How can I display my Bellissima Fiore?**

You can display them with the clear acrylic top on or off, or you can also set the flowers on the acrylic top for a different style.

### **Does a Bellissima Fiore need water or special maintenance?**

Bellissima Fiore should not be watered. Detailed care instructions are included with the product.

## **[Redacted Client Name] About Us**

*Below you will find the “**About Us**” section written for a Varona & Co client.*

**“Your health and the well-being of the environment are the Foundation for [Redacted Client Name].”**

We have specifically formulated every one of our products to be non-toxic and non-synthetic. Our ingredients are natural, vegan and Cruelty-Free Certified. Every product we offer is green, reusable, and made with recycled materials. We recognize beauty in everything we do, and we believe that you should never compromise your health in the name of beauty.

### **Our Story**

[Redacted Client Name] was founded by two skilled, experienced and entrepreneurial makeup artists, [Redacted Founder Name] and [Redacted Founder Name]. A bona fide dynamic duo - they complemented each other’s knowledge, expertise, and life experiences to develop the concept and perfect their product offerings. Their mutual experience in the beauty industry laid the foundation for the business. [Redacted Founder Name]’s passion for product ideation and development coupled with [Redacted Founder Name]’s specialization in skin care created the recipe for success from which [Redacted Client Name] was born.

Throughout their careers, [Redacted Founder Name] and [Redacted Founder Name] were exposed to many touching and



motivational life stories. It became apparent to them what beauty can truly stand for, and that it goes much deeper than superficial looks. Beauty has the power to motivate and inspire. It instills self-confidence, promotes self-care and well-being, and empowers people to transform their lives and express their true selves.

### **Our Mission**

[Redacted Client Name] mission is to offer a truly magical experience by developing products that energize, relax, and create a harmonious feel and ambiance. We have made the green pledge to use non-toxic, non-synthetic, Cruelty-Free ingredients, and to reduce the ecological footprint to our planet.