

MANTRA

COPY + MARKETING

With Jean Keese



My name is Jean Keese.

Founder: Mantra Copy +Marketing

I am your strategic partner in marketing.

I offer you years of experience on high-profile deadline-driven campaigns. Together, we will inspire change, influence decisions and motivate people to action.

Are you ready to create your story, connect with your audience and grow your campaign or business?

I am standing by to help!



What I do

01

CREATE

Messages, copy & campaigns

02

CONNECT

To your audience - voters, customers, etc.

03

GROW

Success, whether it's a business,
campaign or cause.

My expertise

01

COPY

Persuasive copy for digital or print

02

CONTENT

Creative and inspiring blog content, articles, media kits/releases, web - and more

03

STRATEGY

Stories crafted - and strategies designed - to meet your audience, no matter where they are



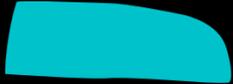
"I have worked with Jean on a variety of complex issues, and she has an excellent track-record in media relations and copy-writing. Jean writes unique and compelling copy that inspires action, and she will commit to turning your story into the morning news."

– Dan Kramer, President, KPA Strategies, Inc.



"Jean brought leadership, strategic planning, and organization to our communications campaign. She helped us design and deliver a powerful message, elevating our influence with media and elected officials."

– Tracy Sheehan, Director California Wild Heritage Campaign
(former)



"Jean is a talented word-smith who brings creativity and innovation into all that she does. She has delivered outstanding copy-writing to me for direct-mail, social media, sales letters, newsletters, website and email. If you want unique and creative pieces for your communications campaign, Jean won't disappoint."

– Sharleen Schuiling, Om Sweet Om Cleaning Service

Praise



Samples

INSPIRATION

Created to inspire women to be peaceful with themselves. The mantra was used as a clothing tag for Pilates clothing line.

Pilates Hotty Mantra:

Be The Change
You Wish To see
in Yourself

A Pilates Hotty

appreciates & loves her body, no matter what shape or size,
for all that it does for her.

A Pilates Hotty

is dedicated to a strong core, both on the inside & out,
she doesn't need a mirror.

A Pilates Hotty

has her own personal brand of style, her own independent
strength, and power,
with an inner fire, she glows.

A Pilates Hotty

is strong, balanced and flexible in mind, body and soul.
She laughs, she grows.
Through pilates movement, she
transforms herself into her highest potential. She makes a
difference to herself, and others. She is the change she sees in
herself.

Transform Yourself. Join The Movement. Be a Pilates Hotty.

INSPIRATION

Created to inspire students,
parents and staff in a nature
based charter school.

Wild Potential

We are all wild here.

Wild creators.

Wild thinkers.

Wild dreamers.

Wild innovators.

Wild do'ers

Wild be'ers

Curious, we discover.

Inspired, we learn.

Engaged, we master.

Confident, we lead.

Our community, we make a difference.

Our World, we change.

We are all wild here.

Wild Genius. Wild Potential.

ENTERTAINMENT

Written for Yogis and Yoginis everywhere.

'Twas A Moment In Savasana Published by Elephant Journal, 2013

'Twas a moment in Savasana, when all through the studio, not a yogi was stirring—each trying to let go.
The Yoga mats were lined up in even rows with care, in hopes that inner peace, soon would be there.

The yogis were nestled, snug on their mat beds, while visions of inner peace danced in their heads.

Celebrate! Christmas, Kwanza, Hannukkah. Hard to settle our brains for a long peaceful Savasana.

For out on the town there had been such a clatter. All distracted with shopping, no notice anything was the matter.

Time to quiet the mind, it moves like a flash. Stop thinking of ways to turn over our cash!
The lights have been dimmed, as we seek our inner glow. I wiggle my fingers. Can't relax. I wiggle my toe.

...

To read the entire published blog, please visit:

<https://www.elephantjournal.com/2013/12/twas-a-moment-in-savasana-jean-munoz-keese/>

*Kiss your
dirty house
goodbye*



OMSWJEETOM

PURE GREEN CLEAN PURE PEACE OF MIND

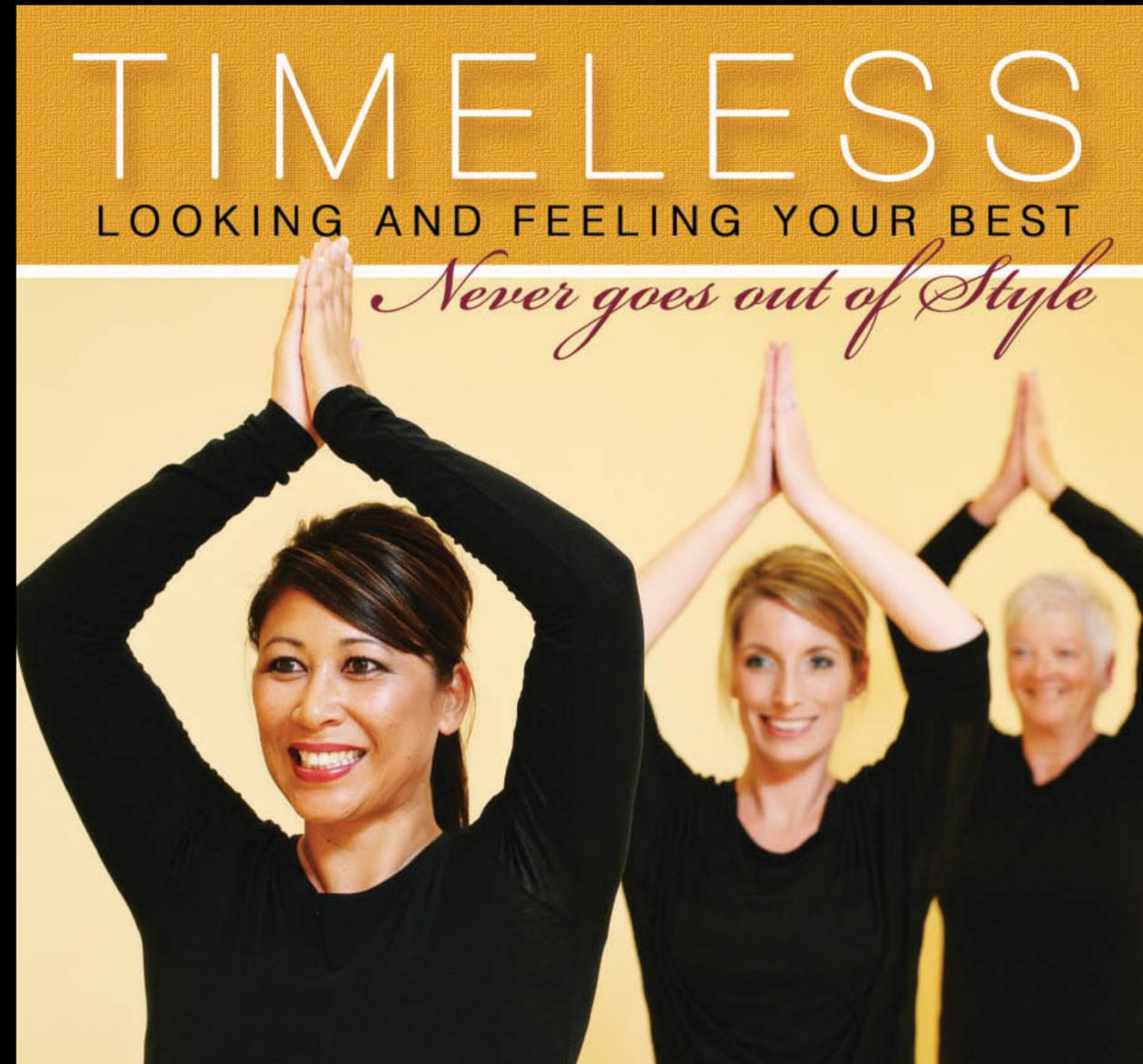
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SOCIAL MEDIA

Concept/copy crafted for a Valentine's Day Social Media campaign.

PRINT

Direct Mail, Flyers, Newspaper Ads — and more!



TIMELESS
LOOKING AND FEELING YOUR BEST
Never goes out of Style

The advertisement features three women of different ages (young, middle-aged, and older) performing a yoga pose with their hands pressed together above their heads. They are all smiling and wearing black long-sleeved tops. The background is a solid yellow color.

Free

OPEN HOUSE EVENT
Saturday, January 21 • 8am - 3pm
2161 Sunset Blvd., #100 • Rocklin

FREE Yoga, Pilates & Booty Barre Classes

FREE Pilates Reformer Sessions (by appointment)

Complementary Chair Massage (tips welcomed)

Learn More About:

Food Wise 101 Healthy Eating Program
200 Hour Yoga Teacher Training Program

For full class schedule and additional info,
please visit RocklinYoga.com or
call us at 916 624-9642 (YOGA).



SATTVA
YOGA | PILATES | BARRE

INFORMATIVE

Experienced writing for a variety of formats and styles, including newspaper, magazine, blog, public relations collateral — and more.

01

PUBLISHED

Regular Contributor to
Sacramento Parent Magazine

02

COLUMNIST

Columnist for Placer Herald

[Seeking Out Allergy Relief](#)

[It's Not About the Turkey, or
Mashed Potatoes](#)

03

BLOG

Experienced writing education
and informative blogs, including
my [wellness blog](#)



Let's work together

EMAIL

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LINKEDIN

[For more about my
experience and work](#)

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