



**G.S. LEE COPYWRITING**

Hi! I'm Gavin.

**I'm a writer.**



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**You have a story.**  
**I want to tell it.**

I've been doing this for a while now.

I have over 13,000 pieces of content floating around the internet.

But that's not really what you care about.

Experience is fine, but you want *expertise*.

You want unique copy. Valuable copy.

**Copy that can sell.**

"Your work is **phenomenal**.  
Easy to read and hits the  
keywords I need."

Shen Liew, Founder & CEO, 1 Putt Virtual Golf





# AI can't do this. Not well, anyway.

*"Why wouldn't I just use ChatGPT?"*

I admit it. AI can do a lot of amazing things. I've been working with it every day for the last year.

But it **can't do everything**. It can't create a unique voice. It can't tug on heartstrings. It can't even stay up-to-date.

If you want generic content at the mercy of future Google search ranking updates, go with AI. If you want valuable, trustworthy, engaging content, you need a human touch.

"This is **perfect**.  
No edits required."

[CorporateGift.com](https://CorporateGift.com)



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**Boutique means  
more attention.  
Don't get lost.**

I don't have 100 clients. I don't want that many, and you don't either.

When you need something, I can deliver it immediately. It means that I write every word you order. It means that your success is critical to mine.

A small roster means consistency, reliability, and attention.

Have a last-second event tomorrow afternoon? Call me, and we'll get a newsletter out this afternoon. Need to redesign a service page after unexpected news? Let's get it up tonight.

Here are  
some stories  
I've told.

Let's tell  
yours next.

The logo for eToro, featuring the word "eToro" in a green, rounded, sans-serif font with a small green arrow pointing right above the 'o'.The logo for Thinkific, consisting of the word "THINKIFIC" in a dark blue, uppercase, sans-serif font.The logo for 7wise, featuring a stylized green number "7" followed by the word "wise" in a bold, black, sans-serif font.The logo for Altercall, featuring a stylized black icon of a telephone handset above the word "ALTERCALL" in a black, uppercase, sans-serif font.The logo for near, featuring a stylized green icon of two overlapping shapes followed by the word "near" in a green, lowercase, sans-serif font.The logo for SherpaDesk, featuring a stylized blue icon of a mountain range above the word "SherpaDesk" in a blue, sans-serif font.

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Writing isn't what you do.  
Let me help.

[gavslee@gmail.com](mailto:gavslee@gmail.com) | 647-525-7652