





JENNIFER CARTER

Web Launch Strategist & Conversion Copywriter

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Most growth-minded business owners want to refine their message to match their brand's reputation—but they don't have time to do it themselves. I work with high-performing coaches, consultants and speakers to create funnels and website words that convert so their businesses keep growing.

BIO

Jennifer's passion is helping high-performing coaches, consultants and speakers refine their message so their businesses keep growing.

Before becoming a copywriter, Jennifer Carter (formerly Westbrook) was a partner at a Washington, D.C., law firm, advising clients on mergers and trade practices.

Now, she combines her unique experiences as a Christ-centered woman, attorney, person of color and entrepreneur to create high-converting copy and funnels.

With compelling words on strategically designed websites, Jennifer helps her clients operate in their genius zone and transform the lives of the people they serve.



Jennifer was an inspiring guest with lots of valuable insights to share!

- *Quit Your Job, Sis Podcast with Lindsay Hansen*

I love your expertise when it comes to building winning systems; your attention to detail and overall improvement of my business branding is incredible.

- *Carissa Clarke, Realtor® & Property Manager*

Jennifer has been a blessing to our business. Our business is operating in a stable manner because of the operational infrastructure Jen spearheaded.

- *S&B Ministries, LLC*

SPEAKING TOPICS

Copywriting

Non-sleazy, non-salesy copywriting that clarifies your message and positions you as the go-to expert

Web Design

Strategic website design that makes your brand stand out online; Simple, seamless systems design

Faith, Women & Business

Christians & women of color in business; Transitioning from Corporate America/legal profession to entrepreneurship

SAMPLE QUESTIONS

- What is copywriting and how can it help my business?

- What pages or sections do I really need on my website?

- How do I write words that get people to take action?

- Can I DIY a website fast, even if I have no tech skills?

- What are the must-have business & website systems?

- How do I know when to upgrade my copy + design?