

Ralitsa Minkova

Capabilities Deck

Ralitsa Minkova

*Email Strategist & Conversion Copywriter
for brands that dare to care*

ralitsaminkova.com

**RALITSA
MINKOVA**

A top-down view of a workspace. In the upper left, a portion of a silver laptop keyboard is visible, showing keys like 'P', 'return', and 'shift'. In the upper right, a pair of round glasses with thin frames and dark lenses sits on a light blue surface. The lower half of the image features a light pink or peach-colored surface. On this surface, there is a silver pen with a gold-colored clip, a spiral-bound notebook with a light purple cover, and a white sheet of paper with horizontal lines. A dark blue rectangular banner is superimposed over the center of the image, containing the title text in white.

Email Strategy & Conversion Copywriting

For customer-first businesses and
mission-driven brands

Hello!

I'm an instant fan of mission-led business owners and companies that strive to make a difference in this world with what they do.

This is why I'm so passionate about helping business owners create more engaging, retention-focused customer journeys through strategic email messaging.

In other words? Messaging that connects, compels, and converts... all while turning skeptical clients into loyal superfans.

Within the next few pages, you'll get a glimpse of how I think and approach my projects, how I could potentially support you and your business's growth, and what some of my clients have said about working with me.

If any of this resonates with you and you see an opportunity for us to collaborate on something meaningful, [I'd love to connect](#) and explore how we might make it happen.

Warmly,



Ralitsa Minkova

Chief Empathy Officer

(and all things email strategy)



But first...

Some context

There's an abundance of metrics and benchmarks floating around constantly nudging you to do more, better.

The pressure never really ends. At the same time...

What works for one brand or audience, may not necessarily work for another. There are just too many variables at play.

The one thing I've found that works every single time, though, is this:

Messaging infused with empathy, designed to reach the right person, at the right time, with the right call to action.

And this is exactly what I can promise you: a committed partner, driven by empathy, who gets Person-to-Person marketing.

Someone who takes the time to deeply understand your audience, your business, and your solution. And who has the burning desire to help you reach (and keep) your ideal users and customers.

So you can help them transform their lives or day-to-day operations in a significant, impactful, and meaningful way.

Think we'd be a fit?

My favorite kind of clients have a few things in common, whether they hire me for email or messaging strategy (or both!)

They share a deep desire to connect with their audience – going beyond the sale or the conversion.

They choose to serve their customers by creating an authentic, engaging journey that spans their entire customer experience.

And, above all, they believe fiercely in the value of their already proven products, solutions, and offers.

The missing piece they often seek?

Someone who can help them become more intentional with their email journeys. And more strategic with their customer onboarding/retention.

So they can guide their ideal customers to that next best step. Help them shake off any lingering doubt. And replace skepticism with greater confidence in their buying decisions...

... while also creating engaged, loyal superfans.

Niches I care about

I've worked across different niches but the one I deeply care about is health and wellness in its many shapes and forms.

Creating a meaningful user or customer experience from the first trial, opt-in, purchase, or onboarding flow...

Are just some of the things that excite me.

HealthTech & Digital Care

- Healthcare SaaS
- **Digital health apps**
- Mental health tools & apps
- **Patient engagement tools**
- Subscription-based digital health products
- **Telehealth & virtual care solutions**

Ethical Wellness & Lifestyle

- Sustainable DTC wellness brands
- **Functional wellness products**
- Pet health & animal rehabilitation
- **Integrative health & rehab brands**
- Self-development & coaching platforms

So, what do I do?

Services & Capabilities

My zone of genius is strategic, big-picture thinking and conversion-focused copywriting. The goal? To help you turn first-time buyers or into loyal customers. Create an impactful customer experience with retention in mind. And leverage empathy-fueled messaging across every single touchpoint.

Email Strategy

- Email Success Strategy Roadmap
- Lifecycle Email Sequence Mapping
- User & Customer Journey Mapping
- Behavioral Segmentation Mapping
- Email Sequence Storyboarding
- Email Performance Tracking
- Performance-Based Recommendations

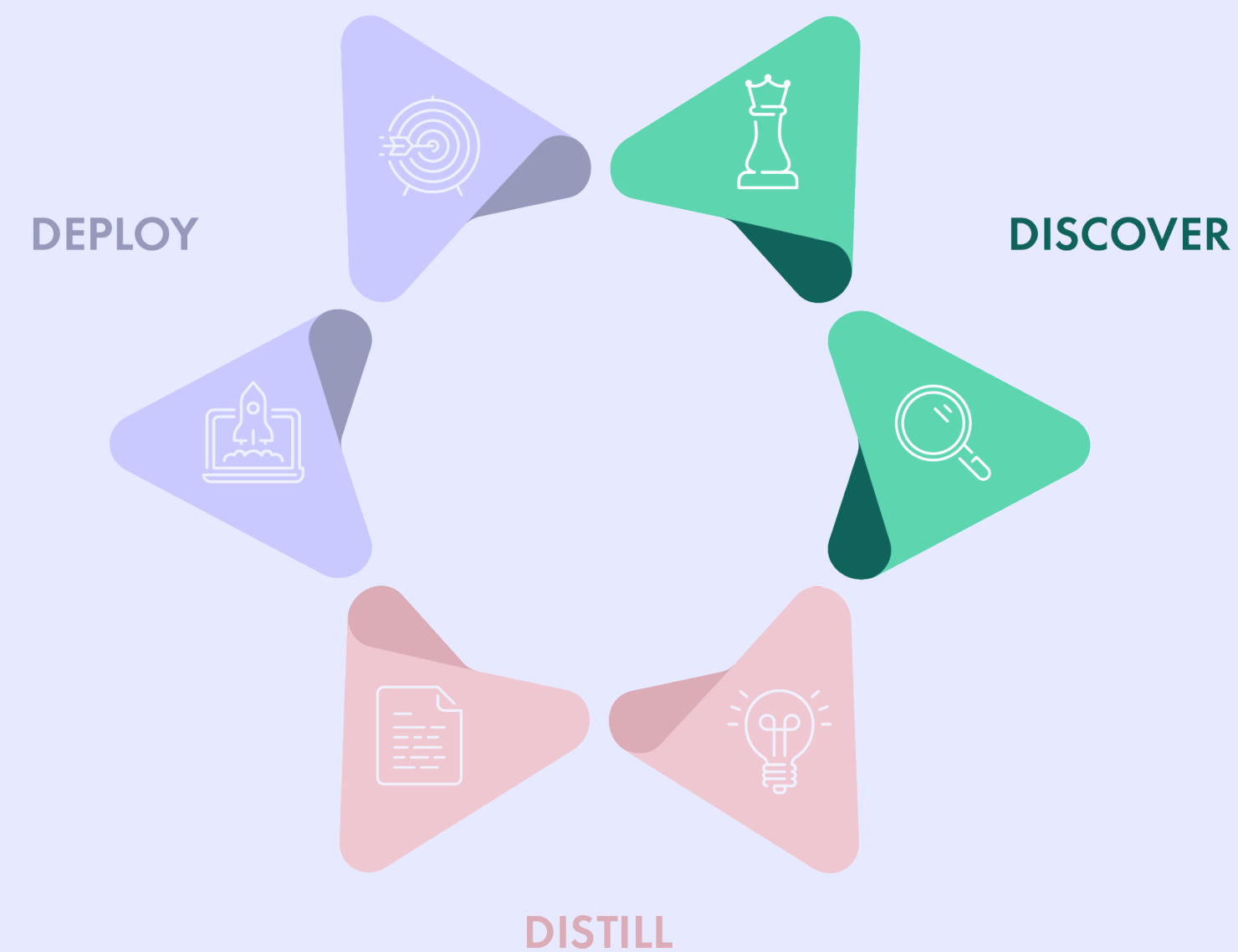
Conversion Copywriting

- Voice-of-Customer (VOC) Research
- Immersive Message Finding
- Competitive Analysis
- UX- and Conversion-Focused Audits
- Customer-Centric Email Copywriting
- User-Centric In-App Messaging
- Hypothesis Testing & Validation

Creative Direction

- Medium-Fidelity Wireframing (In-App Screens & Email)
- Email Strategy & Wireframe Hand-Off
- Design/Cross-Team Collaboration
- Email Flow Testing & Overview
- Final Design Review
- Feedback & Ongoing Support

A look at my process



The SUN Framework (simplified)

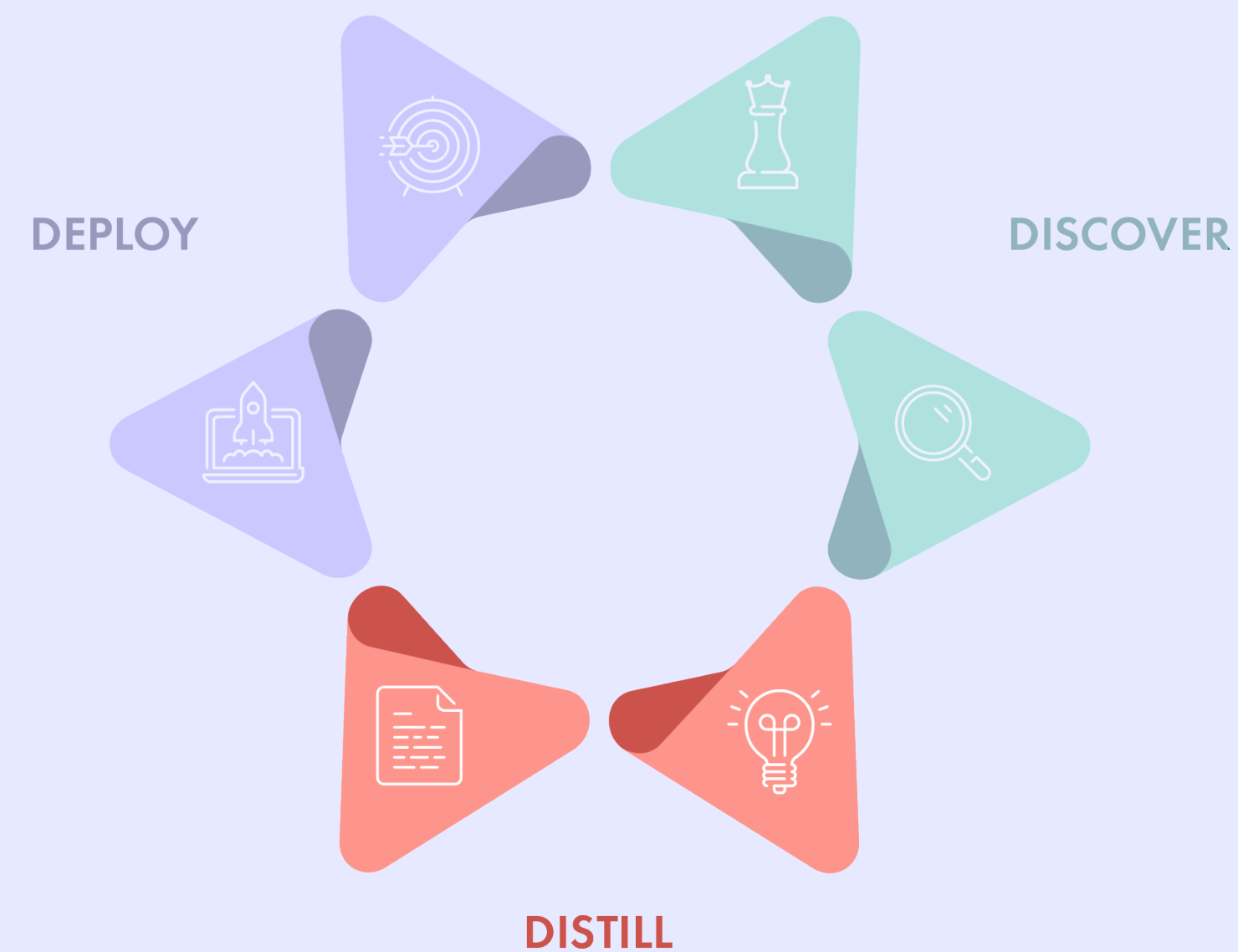
My process

DISCOVER

Before making any recommendations, I first dive deep into the brand, its audience, and the product(s). I then review VOC data and existing collected insights across email and all other available touchpoints.

That way, I can identify what’s working well and what could be improved.

Through this process, we can also uncover any hidden opportunities or messaging gaps we may need to close. So we can speak to the customers’ biggest pain points, needs, and objectives across each touchpoint.



The SUN Framework (simplified)

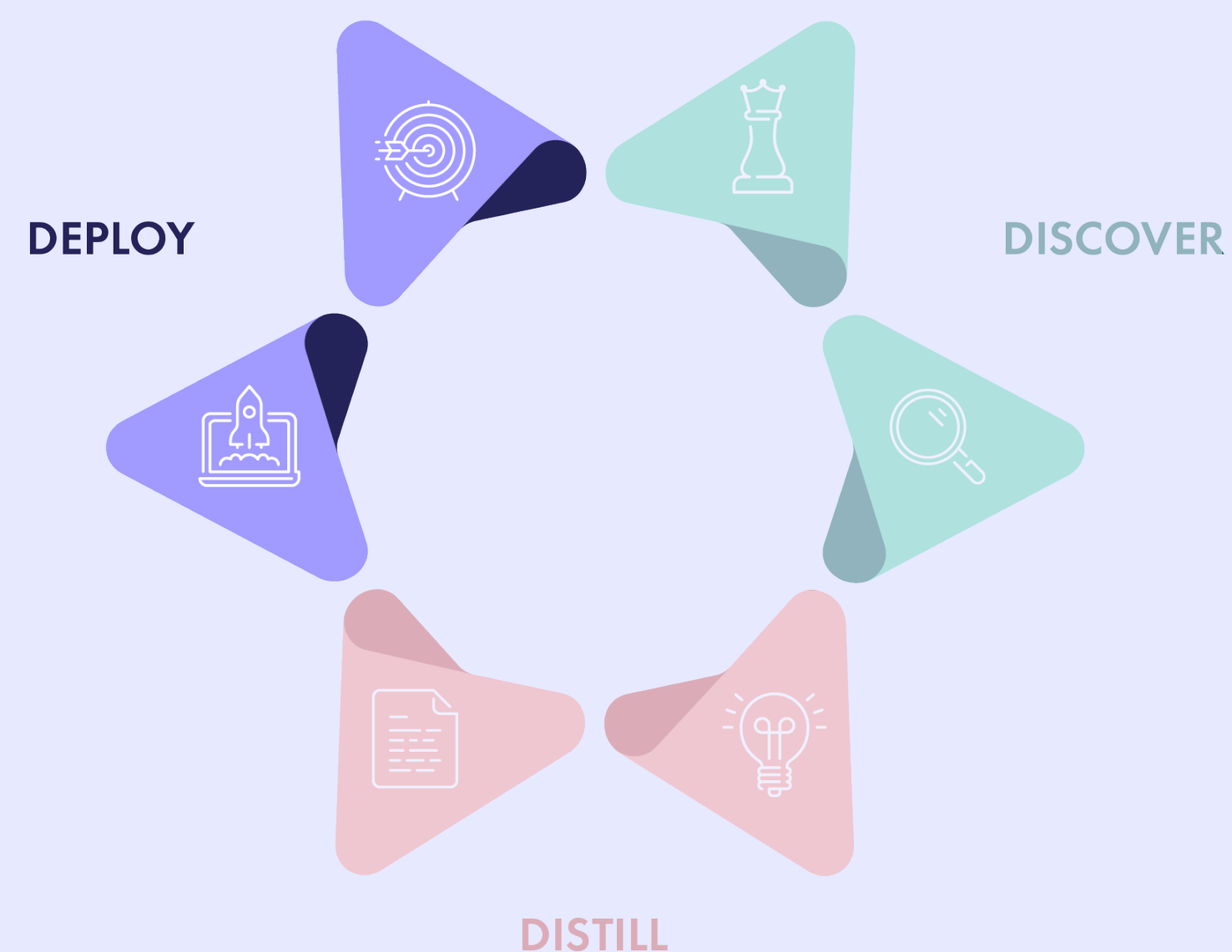
My process

DISTILL

Once I’ve extracted key insights from either new or readily available Voice-of-Customer research data, this is where I’ll synthesize all findings, group them into core messaging themes, and order them based on where they fit best along the user and customer journey.

This is what’s going to inform the brand’s lifecycle email strategy.

We’ll go through the email strategy first, before I get started with the more practical, hands-on part of the process: writing the copy, editing, and wireframing it. That way, you can see exactly how every message is going to look in the customer’s inbox — or anywhere else the copy will live.



The SUN Framework (simplified)

My process

DEPLOY

Engaging and relevant messaging is the cornerstone of my process. And when copy and design are perfectly aligned, it leads to better, more delightful brand, user, and customer experiences. From polished copy drafts to wireframes, words come to life – ready to connect and convert.

This is why I love to work closely with the design team:

So we can make sure that everything is exactly as it should before deploying any brand-new email flows. And so every interaction customers have with a brand, across every touchpoint, is nothing short of exceptional!

Strategy & email flows

When you work with me, you don't just get a bunch of neatly organized docs outlining our email & messaging strategy.

You also get a visual flow of how every single component fits into the strategy, as well as each individual email sequence.

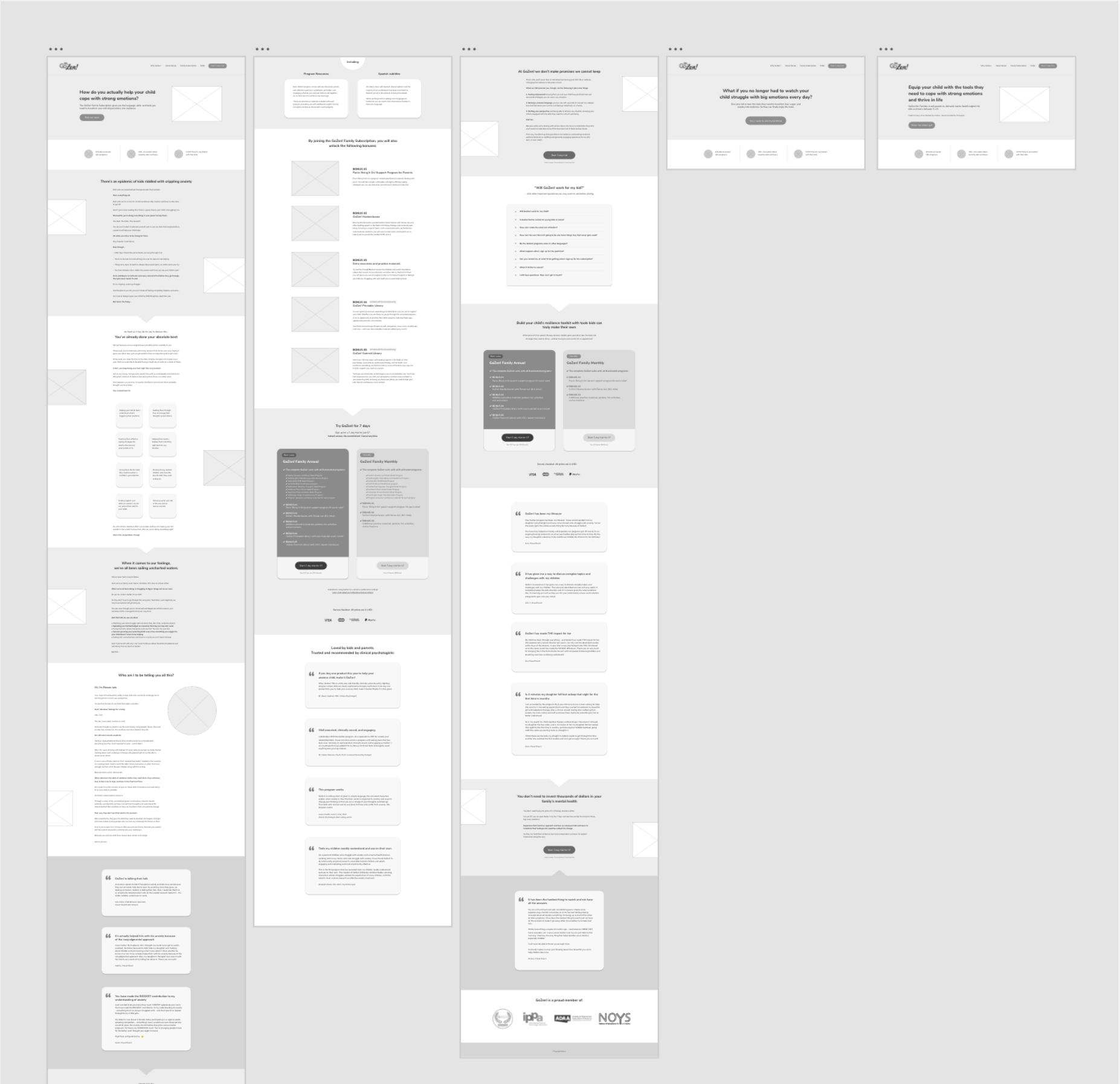
Of course, every email is also represented visually in a wireframe, based on your brand style guide and the templates you have in place in AC, Klaviyo (or any other ESP you may use).



Bringing the copy to life

A key part of my process is making it easier for you to see how the copy is going to look when it goes live – be it emails, short-form landing pages, web pages, or long-form sales pages.

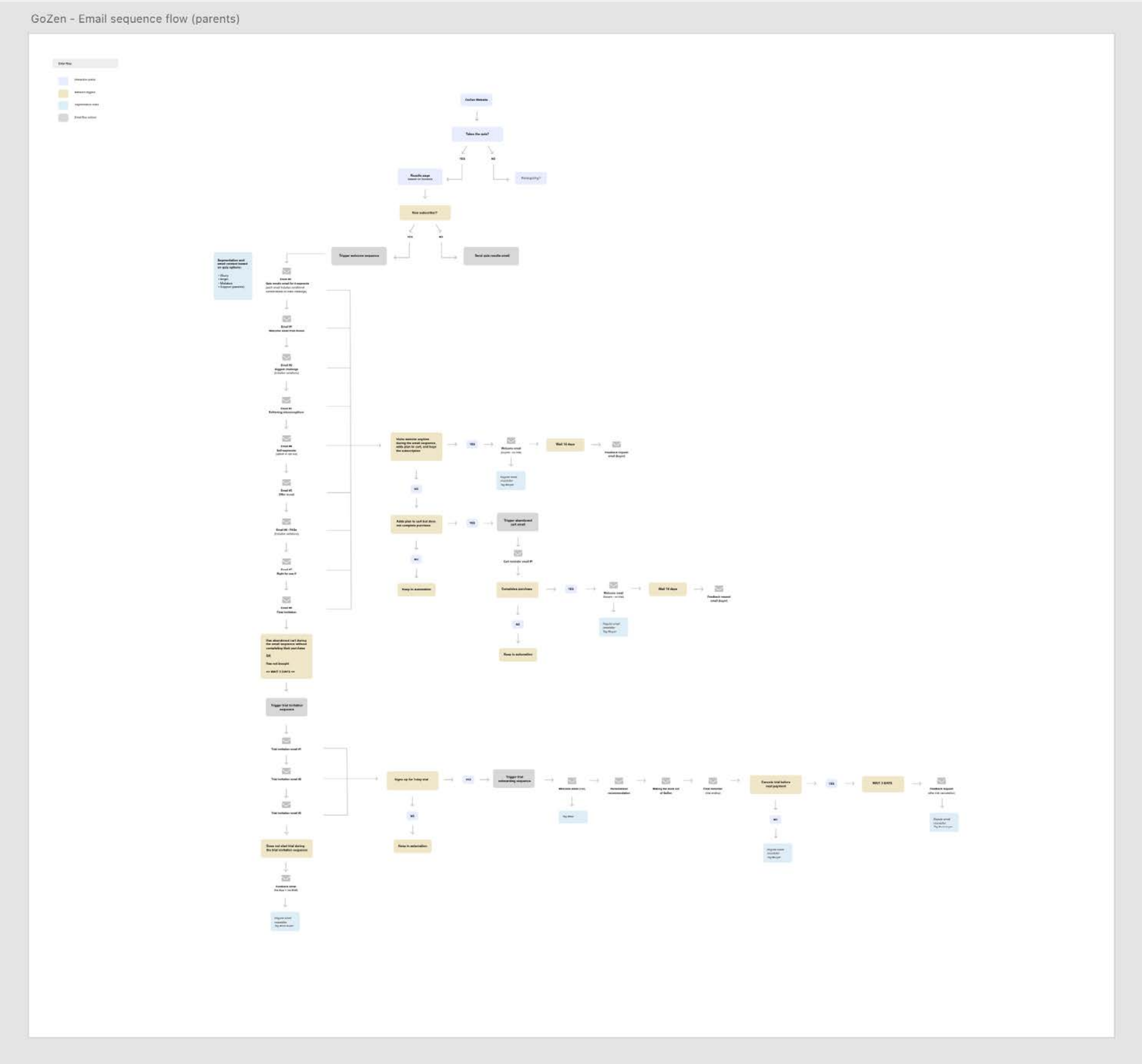
I also mock up any headline or section variations I’ve included in the document I’ve shared with you. That way, everything text-based you’ve seen comes to life – even if it’s simple, minimal, and purely grayscale.



Behavioral flows

When you want to create a cohesive, personalized email experience based on individual user or subscriber behavior, simply setting up a few time-triggered, automated emails is not enough.

Instead, every single step must be carefully mapped out based on the action taken (or not taken). So we can create an intelligent email program that has a robust foundation, and one that keeps getting better with each iteration.





Badges of honor



Why consider working with me?



The email is perfect. I love working with you, Ralitsa. You pay close attention to everything I do/say and the copy you write for me is 100% spot on.

Whatever you don't know, you figure it out and do it with more talent than anyone else I know.

Samar Owais

FOUNDER OF EMAILS DONE RIGHT
EMAIL CONVERSION STRATEGIST & CONSULTANT
FOR SAAS & ECOMMERCE

**RALITSA
MINKOVA**



Ralitsa is a highly-skilled conversion copywriter; someone who thinks with her brain and consults with her heart. I feel lucky and blessed to have had the opportunity to benefit from her level of mastery and craftsmanship.

Rohan Chandrashekar

MANAGING PARTNER • BUZZVALVE



Ralitsa's expertise coupled with the easy onboarding process made it a no-brainer decision. The communication throughout the project exceeded my expectations, too.

Tim Minzer

FOUNDER & STRATEGIST • TIDAL MARKETING



Ralitsa delivers a full-package service. Writing email copy is one thing but having someone looking at the big picture is something else entirely. Based on my brief experience working with Ralitsa, I'd highly recommend her to any business owner who's serious about their email marketing.

Brian Feldbloom

ALPHA DOG • NATURALLY URBAN



I've looked for many copywriters, and Ralitsa is by far the best copywriter when it comes to writing converting copy. I worked with her on various funnels and she was always very reliable, friendly and professional. Definitely recommend her!

Mélanie Dupré

SALES FUNNEL STRATEGIST • MELANIE DUPRE CONSULTING

Official bio



Ralitsa Minkova is the Email Strategist and Conversion Copywriter you go to when you want to create meaningful email experiences, craft thoughtful and engaging brand messaging, and turn strangers into superfans.

As a conversion copywriter, she helps purpose-driven business owners and customer-centric brands go from semi-visible to unforgettable by combining the Big Three: great user experience (UX), exceptional customer experience (CX) and ethical, empathy-fueled copywriting.

When she's not setting up her clients for email success and writing copy that leads to more (sans-sleaze) sales, she's either learning something new, or helping fellow copywriters achieve that elusive yet magical copy-design synergy over at [Design for Copywriters](#). So they can deliver a phenomenal client experience every single time.



Places I’ve appeared

- * [Litmus Live 2024](#)
- * [Email Camp: Message Mania 2024](#)
- * [Customer-Centric Email Design that Converts - Guest Session @FlicEmail](#)
- * [Expert Diaries by Zoho Campaigns](#)
- * Confident Copywriting by Belinda Weaver (Guest Session)
- * 10x Freelance Copywriter by CopyHackers (Fireside Chat)
- * UX News Mag Guest Posts:
 - *Microcopy: The Key to Delightful UX Design)
 - *3 Simple Ways to Boost Your Marketing with UX Design Principles



I attended your session yesterday at Litmus Live and found it incredibly valuable.

A mere three hours after your presentation, our email team let me know they made a mailing list error and that we needed to send an apology email to this audience as soon as possible. I couldn't believe the timing!

After reviewing the recording, I was able to craft a thoughtful response to our mistake.

I especially appreciated your insights on matching the tone of the message to the severity of the error – don't make it seem like the end of the world if it's a relatively minor inconvenience!

I used the "P.S" format to remind the audience to take a survey we were promoting in the original email, and it helped the overall message feel much less self-serving. We ended up getting that email out the door the next day – a true feat in our highly-regulated industry of health insurance.

Thank you for this (incredibly well-timed) presentation.

It made an immediate impact on my work and I'm grateful for your expertise!

Aly Schilling

LITMUS LIVE 2024 ATTENDEE

Thank you.

If you'd like to explore how we could potentially work together, I'd love to connect.