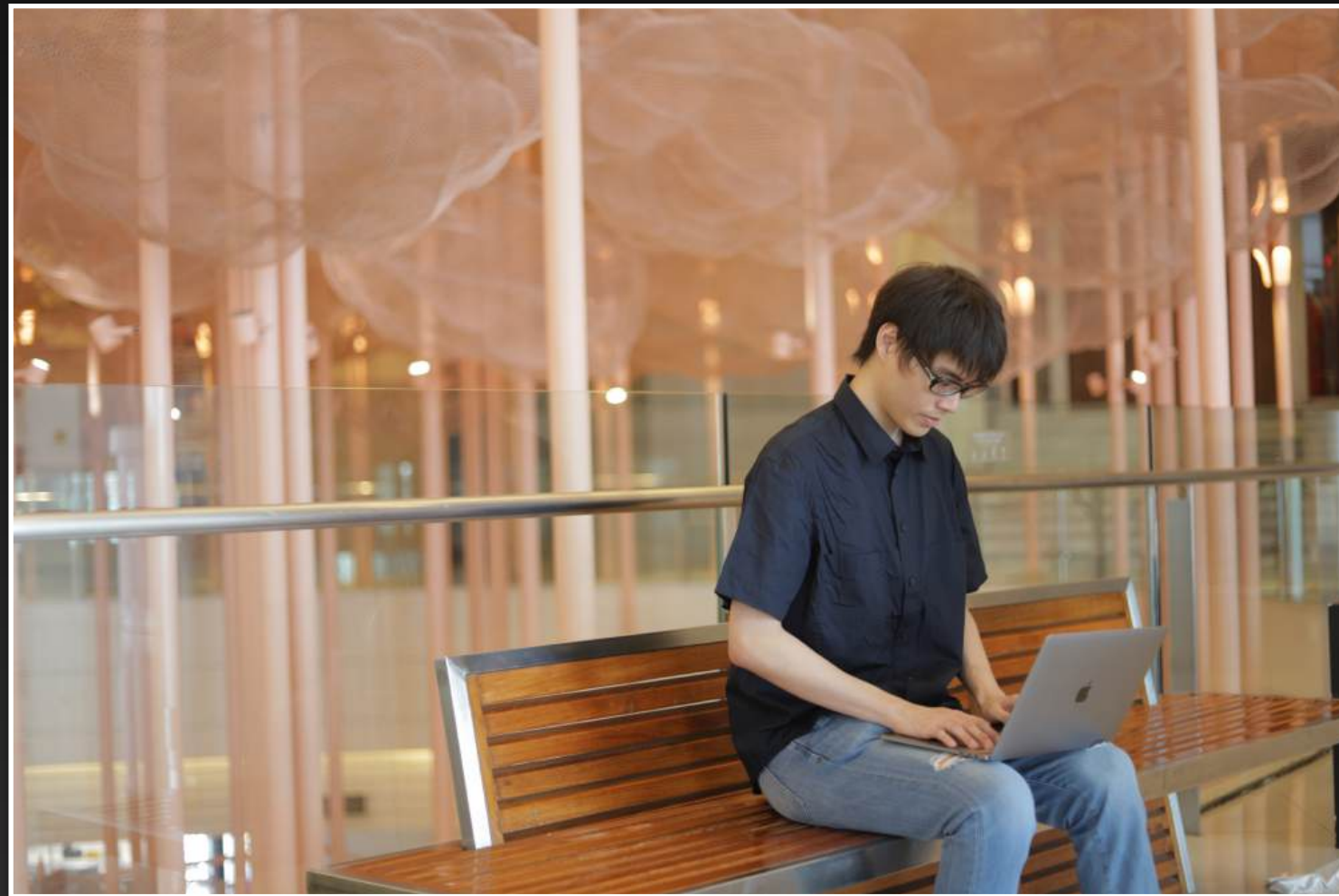


# Jeet Tan Copywriting

## Portfolio Samples



Jeet Tan

Copywriter | Digital Marketer | Consultant

# ***Statrys - SEO content writing***

**Description:** Statrys is a Fintech startup based in Hong Kong that offers business bank accounts with its own payment systems for SMEs that don't want to go through the hassle of opening one with a bank.

**Result:** I contributed to the company, 5 pieces of blog content, which helped to support their massive traffic base (200k users+/month)





# Full Article Catalog

The screenshot shows the Statrys website header with navigation links: Business account, Company creation, Invoicing, Resources, About, Login, and a Get Started button. The article title is "What is Operating Cash Flow? The Formulas & Calculation Methods" under the category "Blog • Accounting Tips". It is dated "2024-03-09" and has a "9 minute read" duration. An illustration of a man in a white shirt handing cash to a person behind a counter is visible. At the bottom, there are social sharing icons and a Get Started button.

What is Operating Cash Flow? : <https://statrys.com/blog/what-is-operating-cash-flow>

The screenshot shows the Statrys website header with navigation links: Business account, Company creation, Invoicing, Resources, About, Login, and a Get Started button. The article title is "Key Business Decisions That Maintain and Increase Cash Flow". The text discusses cash flow problems as a "common challenge that many founders face during the first 3-5 years" of a company's incorporation. It notes that most companies do not make a profit during the first 3 years of business, and as a result of bad cash flow management, have to close down shop. It also mentions that cash flow isn't the same as profitability and that profit is shown on the P&L statement on top of the income statement. A general rule of thumb is to either increase your revenue or reduce your expenses. Marketing and sales are the language of revenue & having a strong focus on selling more of your products will help maintain a positive cash flow. At the same time, keeping prices competitive and maintaining a low operational cost to the extent that product quality does not suffer is key to a sustainable business. The article mentions Robert Kiyosaki made a statement about how much money you make, but it is cut off. At the bottom, there are social sharing icons and a Get Started button.

What is Cash Flow Management? : <https://statrys.com/blog/what-is-cash-flow-management>



Statrys Business account Company creation Invoicing Resources About Login Get Started

### 5 Best Cash Flow Formulas You Can Use in 2024

Jonathan Cusimano  
Head of FX

1. Operating cash flow - The operating cash flow formula is a key indicator of a company's ability to generate cash from its core operations and is calculated by adding net income, non-cash expenses, and changes in working capital.
2. Financing cash flow - The financing cash flow formula reflects the cash transactions related to a company's financing activities, such as issuing or repurchasing stock, paying dividends, and obtaining or repaying debt.
3. Investing cash flow - The investing cash flow formula represents the cash flow generated or spent on a company's investments in assets, including property, equipment, and other long-term assets.
4. Free cash flow - The free cash flow formula is a crucial metric indicating the amount of cash a company has available for distribution to investors, debt reduction, or further investments.
5. Net present value - The net present value (NPV) is a financial metric used in capital budgeting to calculate the present value of future cash flows, discounted at a specific rate, and subtracted from the initial investment.

Get Started


What Is A Cash Flow Formula : <https://statrys.com/blog/what-is-cash-flow-formula>

Statrys Business account Company creation Invoicing Resources About Login Get Started

Blog Accounting Tips

## The Ultimate Cash Flow Analysis Guide in 2024

2024-03-14 • 7 minute read



Key Takeaways

Jonathan Cusimano  
lead of FX

Get Started

The Ultimate Cash Flow Analysis Guide : <https://statrys.com/blog/cash-flow-analysis>

Statrys Business account Company creation Invoicing Resources About Login Get Started

## Which Businesses Should Conduct Cash Flow Forecasting?

A common question that gets asked is whether conducting a cash flow forecast is worthwhile for companies and what type of businesses can benefit from a cash flow forecast.

All types of businesses can benefit from a cash flow forecast, however, those that experience fluctuations in income & expenses, such as SMEs, seasonal market changes, such as those in hospitality, and newer companies that involve risk, such as startups, tend to benefit the most.

In addition, forecasting in businesses that experience significant upfront costs, such as manufacturing and construction, is a fundamental practice to help with **cash flow management**.

Here are other sectors that can benefit from a cash flow forecast.

**High-growth tech startups** - Cash flow forecasting is essential for high-growth tech startups, as its goal will always be to ensure that the company has enough cash on hand to fund its research and development efforts. A cash flow forecast aids in this endeavor.

Get Started

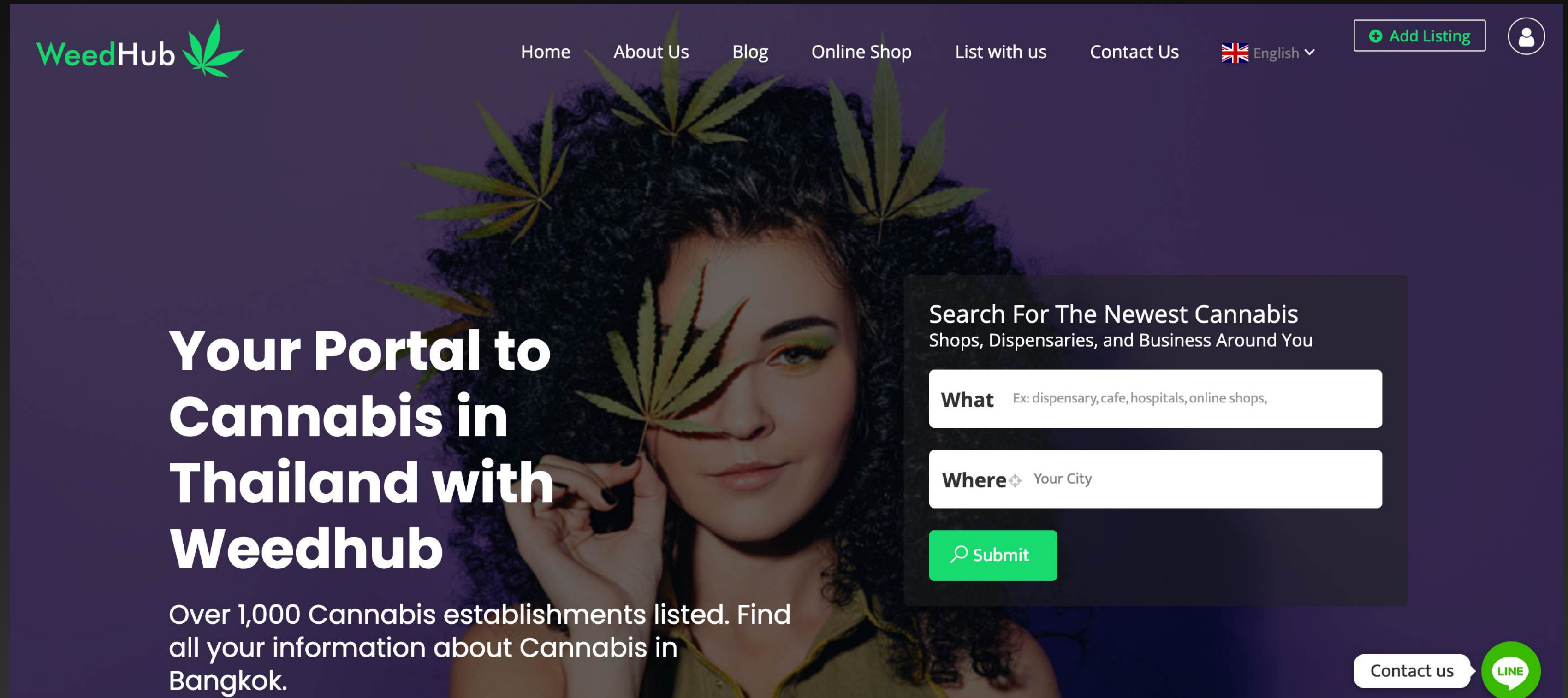
What Is Cash Flow Forecasting : <https://statrys.com/blog/what-is-cash-flow-forecasting>



# WeedHub Asia - Copywriting

**Description:** WeedHub was one of Bangkok's first dispensaries that sprouted up after the legalization of Cannabis in Thailand. Their main services are their media platform: Weedhub.asia, their e-commerce shop selling cannabis flower & edibles. Their shop also extends for B2B.

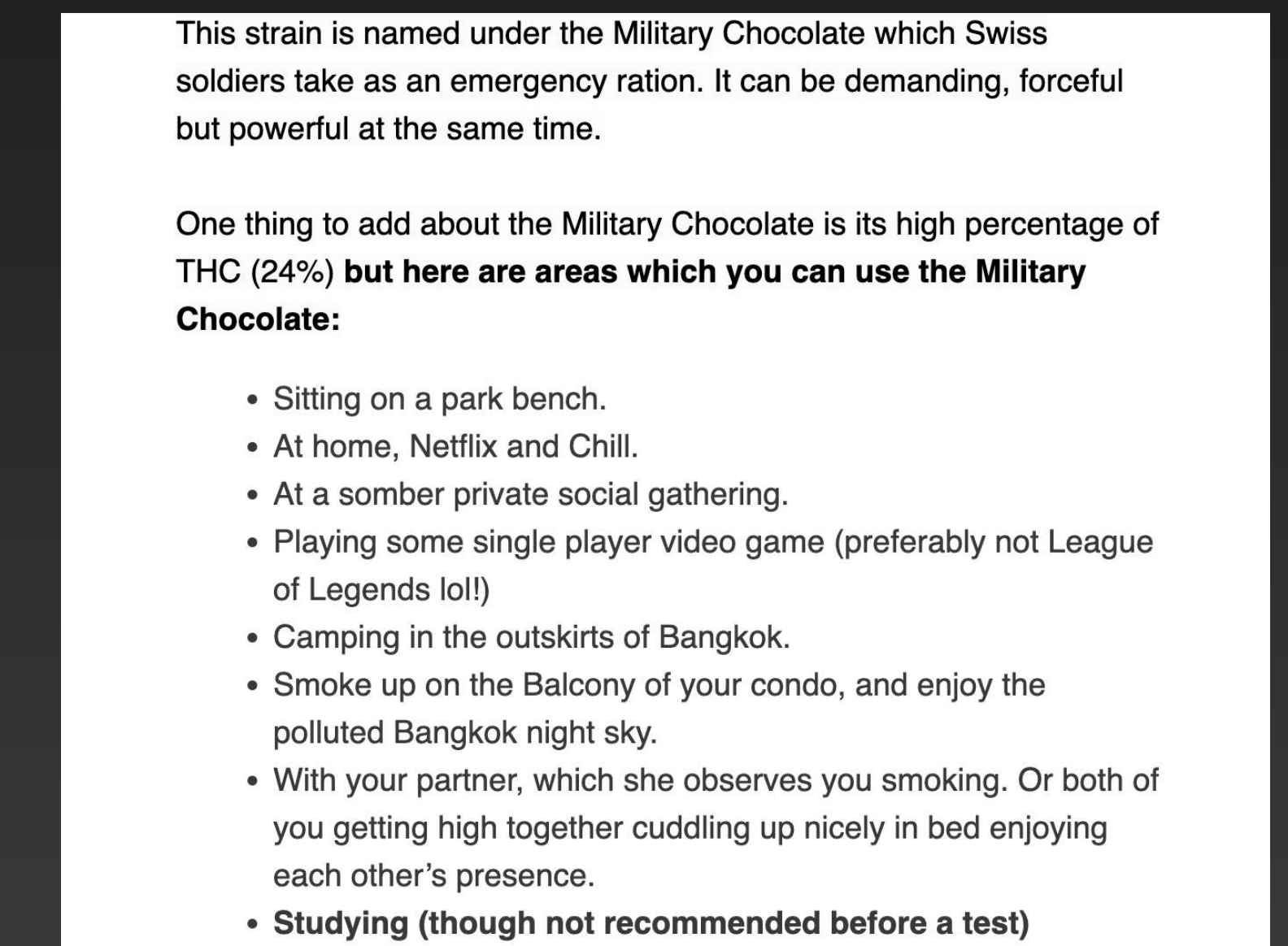
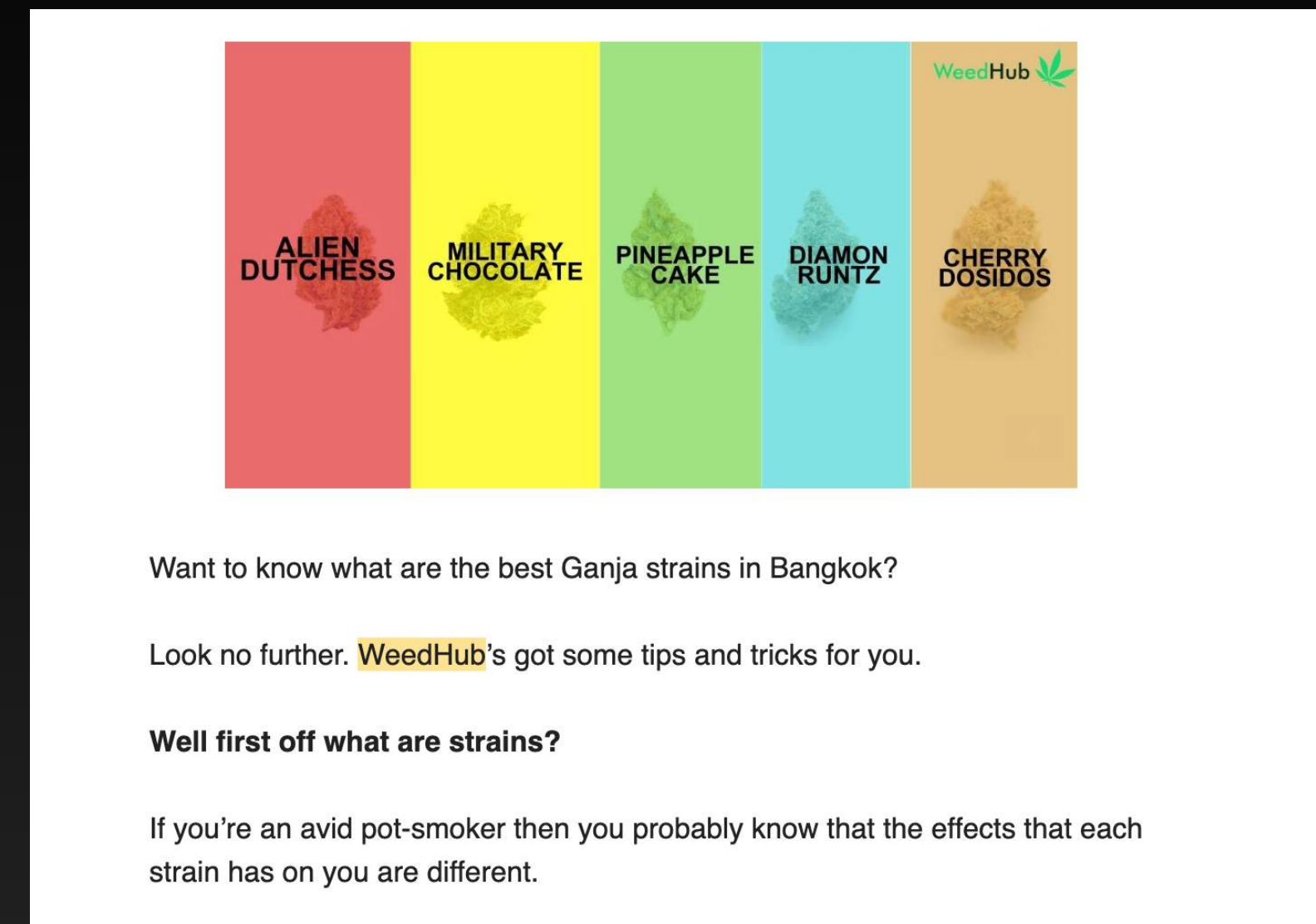
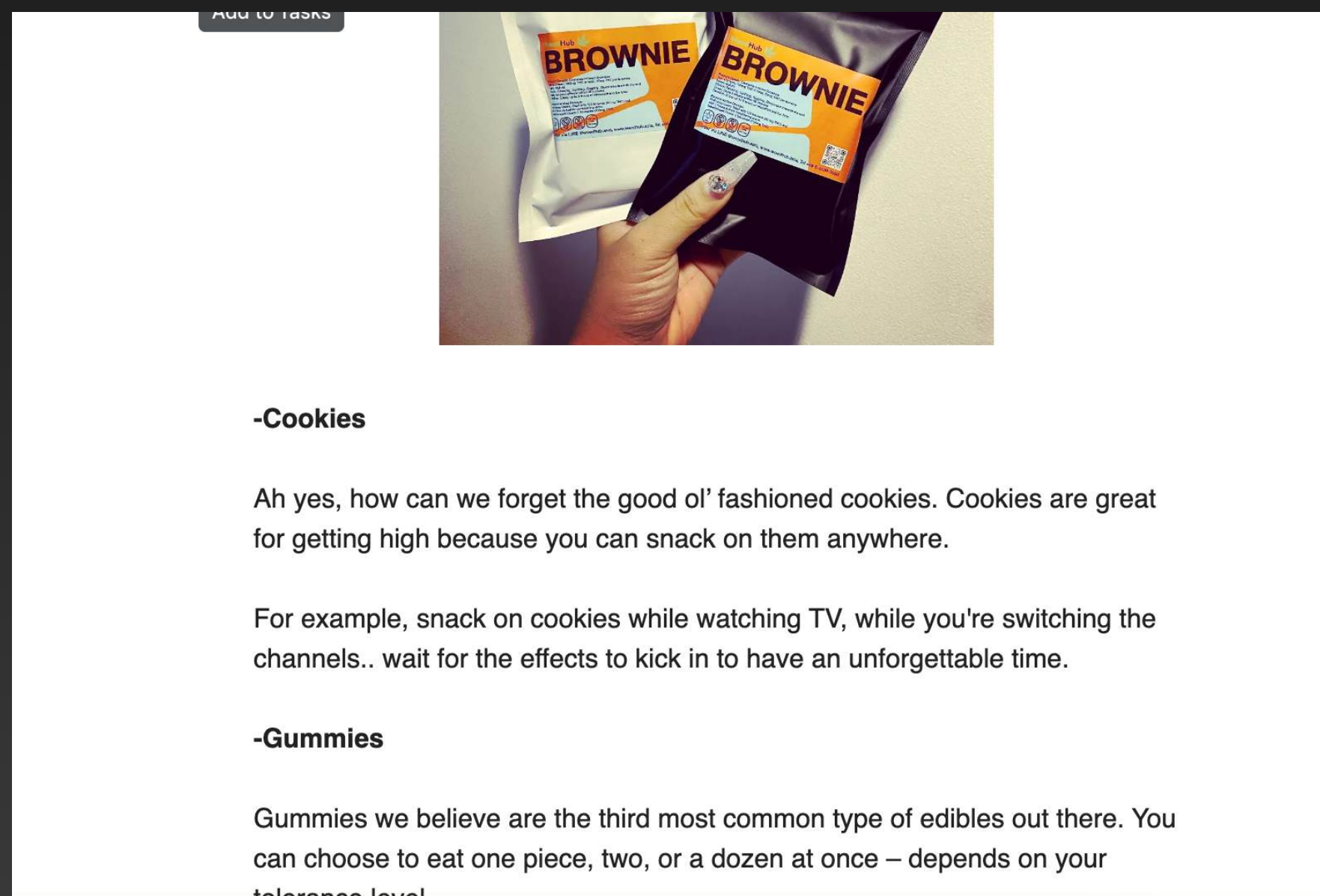
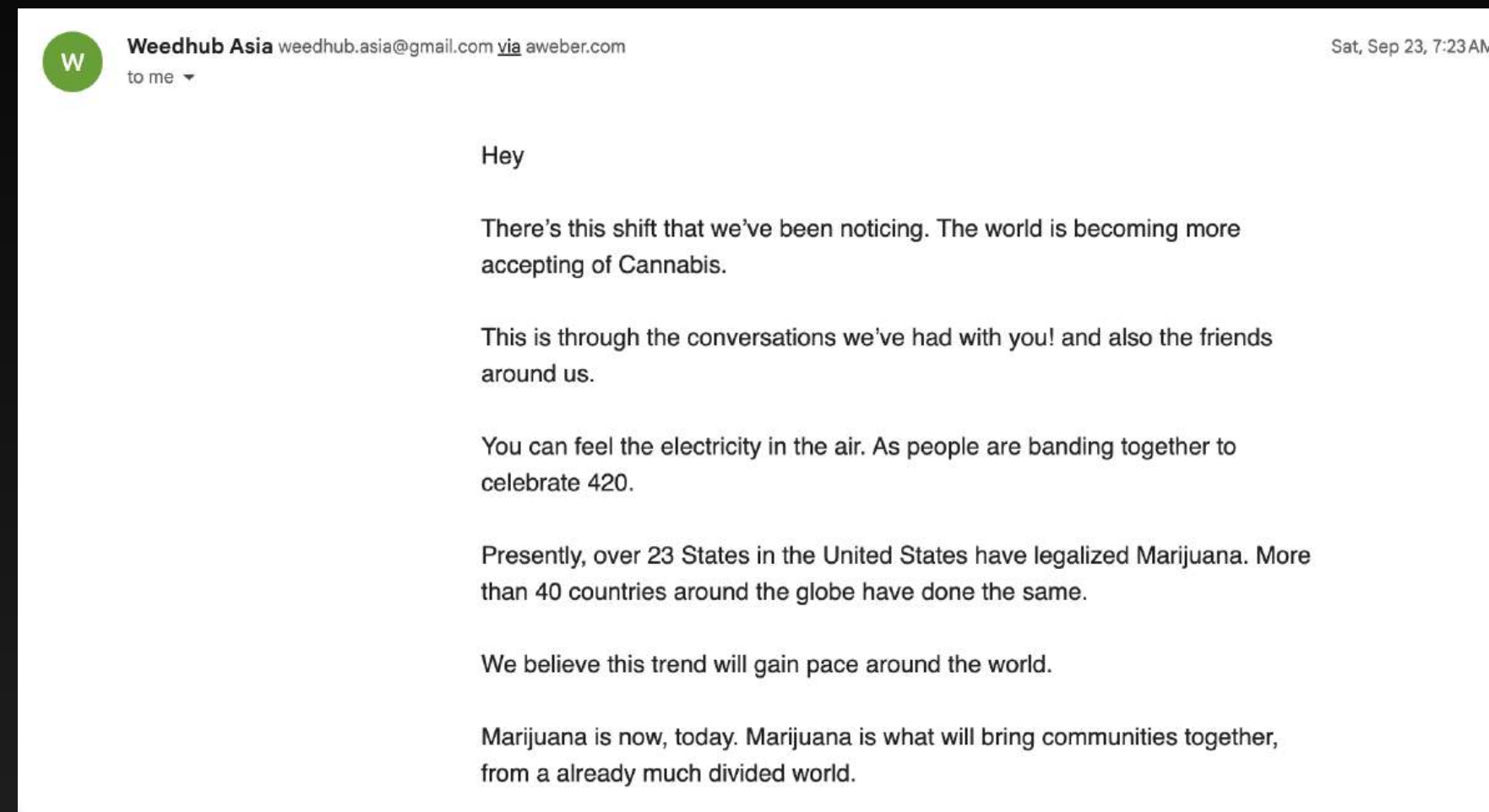
**Result:** Directly generated over \$15k+ in sales. Contributed to 7 blog articles, crafted web copy, wrote product descriptions and launched email/LINE campaigns. Also organized PR collaborations.



The screenshot shows the WeedHub website homepage. The background features a woman with dark curly hair holding a cannabis leaf. The navigation bar at the top includes links for Home, About Us, Blog, Online Shop, List with us, Contact Us, and a language dropdown set to English. There is an 'Add Listing' button and a user profile icon. The main content area has a large heading: 'Your Portal to Cannabis in Thailand with Weedhub'. Below this, it states 'Over 1,000 Cannabis establishments listed. Find all your information about Cannabis in Bangkok.' A search box is present with the text 'Search For The Newest Cannabis Shops, Dispensaries, and Business Around You'. The search fields are labeled 'What' (with an example: 'Ex: dispensary, cafe, hospitals, online shops,') and 'Where' (with a location pin icon and 'Your City'). A green 'Submit' button is below the search fields. In the bottom right corner, there is a 'Contact us' button and a LINE chat icon.



# Email Marketing Samples





# LINE Broadcast Samples

Know a fellow Weed-lover? 🌿

Refer them to any of WeedHub's edibles/flowers/equipment and we'll get you a free 200 baht coupon. DM us for more details.

午後 12:00

1  
Netflix & Chill  
Binge watch your favourite series while high.

2  
Going to bed  
Did you know that 70% of Cannabis users use it as a sleeping aid?

午後 12:00

THC LOLLIPOPS 12mg

"Bite&High"  
order via DM or shop

午後 12:39

🌟 Bite&High - get our new & improved, THC Lollipops today!! 🌟

🔍 One of the easiest ways you can get high is with THC Lollipops. Moderate-low THC (12mg) content per piece, perfect for creating a low-level buzz.

👉 the right edible for those looking to be "functionally high"

Try out one piece:  
<https://shop.weedhub.asia/products/thc-lollipop?variant=40704633176143>

Buy x30 pieces:  
<https://shop.weedhub.asia/products/thc-lollipop-x-30-pcs?variant=40723025494095>

\*\*Order via DM/shop\*\*

IT'S SATURDAY SOON!  
ALL EDIBLES ARE 20% OFF

- 🔍 20% off all WeedHub edibles
- 🚚 Free delivery around Bangkok
- 🛒 Buy 2 get any edible of your choice free
- 🎁 Plus one mystery edible FREE gift

ONLY FOR 2ND OF SEPT 2023  
PRE-ORDER TODAY

午前 9:35

保存 | 名前を付けて保存 | 転送 | Keep

It's the weekend soon guys, any plans to go wild?

Get high with WeedHub edibles for a generous offer this Saturday.

- 🚚 FREE delivery anywhere around Bangkok this Sat
- 🛒 20% off all of our edibles
- ✅ If you buy 2 or more pieces, you get 1 more FREE edible of your choice
- 🎁 Plus, a FREE secret edible gift, which we will add in to your package. We'll let you know what it is once you've messaged us

Only applicable 2nd of September. Taking orders/pre-orders today !

Hey guys, WeedHub has some amazing news for you.

All of our edibles will be 20% off for one week starting this Friday. (today)

Stock up on your cookies, gummies, and brownies FAST..because this may be your last chance for this price.

Our edibles are one of the strongest in the Sukhumvit region, ideal for having a mindblowing trip equivalent to a psychedelic experience.

😊 Order via LINE. Check it out on our shop:  
<https://shop.weedhub.asia/collections/frontpage>



# Web Copy & Product Descriptions

## 420 Ventures Co. Ltd

Life is wonderful. Weed-Chill Dude!!! 30 Sukhumvit soi 61, Ekkamai, Bangkok, Thailand  
Co-Founder. **Kotaro Ise** – Serial Entrepreneur Ex-Founder – Ayasan ( Leading Platform for home service in SE Asia ) , Donz ( 1st Japanese Virtual Restaurant in Thailand )

Co-Founder. **Albert Goh** – Serial Entrepreneur Ex-Founder – Union Space ( Leading Sharing /Virtual Office in SE Asia )

COO. **Tatchapan Mongkolwerapant** – Graduated from Chulakorn University, Science major

## Our Story

WeedHub was founded by serial entrepreneurs Albert Goh and Kotaro Ise in 2022, following Thailand's legalization of Cannabis.

Goh, the founder of UnionSpace, the international co-working & co-living space partnered up with Ise, the founder of popular Bangkok's home service platform: Aya-san to bring you WeedHub, the ultimate marketplace for Cannabis products, news and events.

WeedHub was one of the first Cannabis shops that sprouted up in Thailand shortly after Marijuana's legalization and is reputed to have some of the strongest edibles you can find in the Sukhumvit area.

"We are here to change the general perspective that cannabis is bad, illicit, and harmful," says Goh. "We believe that cannabis is not any way more harmful, intoxicating or addictive than alcohol or cigarettes."



Home / Products / Alien Dutchess [Hybrid Strain&THC22%]



SKU:

Availability: **Unavailable**

**Alien Dutchess** [Hybrid strain&THC22%]

**550.00 ฿**

Strain: Alien Dutchess Grade: Top Type: Hybrid [ THC 22% CBD 0% ]  
Helps: Depression, Pain, Anxiety Description: Known to be a moderate level-THC, hybrid strain of the plant. Kno...

Vendor: **WeedHub Shop**

Product type: **Hybrid**

Barcode:

Weight:

Tags: —

Collections: Best Buds for you

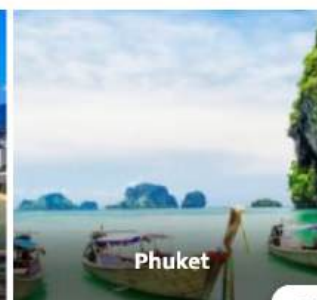
Contact Us

## Browse Our Extensive List of Marijuana Related Shops

Search Cannabis Establishments By Category



Search Cannabis Establishments By City



Contact us

Home / Products / Black Betty [Hybrid Strain&THC19%]



SKU: —

Availability: **0 items**

**Black Betty** [Hybrid strain&THC19%]

**750.00 ฿**

Strain: Black Betty Grade: Exotic Type: Sativa-Hybrid  
[ THC 19% CBG 1% ] Helps: Stress, Depression, Pain Description:  
What will you feel after taking in the BLACK BETTY? This st...

Vendor: **WeedHub Shop**

Product type: **Hybrid**

Barcode:

Weight: **1 g**

Tags: —

Collections: Best Buds for you

1

ADD TO CART → Contact Us



# Asian Boss - Content Marketing



**Description:** Asian Boss is YouTube channel (3million+ subs) which mission is to open up people's perspectives regarding asian culture.

**Result:** I joined as a content intern for a year in 2016, played a key role in helping grow the channel from 100k to 300k+ subscribers. Worked on organizing 8 viral videos, conducted in organizing street interviews and brainstorming content ideas.





# Content Samples - Organizing, Filming



**Japanese girls on the ideal marriage partner \*\*1.7million+ views**



**"What do Japanese feel about Earthquakes?" 130k+ views**



# Content Samples - Organizing, Filming



**Are Japanese Men Too Lonely  
\*\*240k+ views**



**What Do Japanese Think Of Plastic  
Surgery \*\*180k+ views**



# Full Video Catalog



1. What Japanese Think of America: <https://www.youtube.com/watch?v=z87PPu05sdY>
2. How Do Japanese Feel About Muslim Immigrants: <https://www.youtube.com/watch?v=fscXln1Gs9c>
3. How Do Japanese Feel About Earthquakes: [https://www.youtube.com/watch?v=C\\_UvoXGAFBM](https://www.youtube.com/watch?v=C_UvoXGAFBM)
4. Japanese Girls On the Ideal Marriage Partner: <https://www.youtube.com/watch?v=VIMYW9D9ods>
5. Is the Japanese Education System Failing?: <https://www.youtube.com/watch?v=npiFxpML4Zo>
6. Are Japanese Men Too Lonely: <https://www.youtube.com/watch?v=LvJfzn4qjGc> •
7. What Do Japanese Think of Plastic Surgery: <https://www.youtube.com/watch?v=8Xy9m3ISvdY>
8. What Do Japanese Think Of North Korea: <https://www.facebook.com/asianboss/videos/1056899254345891>



# Seven Peaks Software - Copywriting



**Description:** Seven Peaks is a software company based in Southeast Asia. Their development spans from IOS to web applications using modern languages such as React.JS, node.JS.

**Result:** I joined as a copywriting intern for 2 months, in which I did various marketing jobs.

- Crafted cold sales outreach emails for sales team.
- Contributed to one blog article.
- Analyzed and optimized digital marketing channels, presented to head of marketing.
- Drafted content ideas & created social media content.
- Conducted prospect research, to aid business development.






# Blog Article Sample - Seven Peaks

Share this

## Top 5 New Features In React 18

by [Seven Peaks](#) on Aug 2, 2022 11:16:00 AM

Summary & Discussion From Our Experts



Recent Topics Archive


Leading the InsurTech Revolution: Harprem Doowa of Eazy Digital

Growth Prospects: FinTech in Thailand's Business Ecosystem

FinTech Revolutionizing Finance: The Digital Banking Transformation in Thailand

Share this

Strict mode checks are run in development mode only; *they do not impact the production build.*



He then covered concurrency, as React 18 was developed with concurrent rendering in mind.

The meaning of concurrent is that the UI can respond to user input even if they are in the middle of a task. It is about responding to user input, even if it's while in the middle of rendering large tasks – this creates a fluid user experience.

New Hooks AP are also covered. Some of the new APIs in React 18 include:

- startTransition()
- useDeferredValue()
- useId()
- useSyncExternalStore
- useInsertionEffect()

Non then closed the presentation by covering suspense and React DOM server updates. Suspense one of the new features in React 18 which allows components to “wait” for something before it renders while code splitting will now work on the server side rendering.

SEVEN PEAKS

Services Case Studies About us Career Blog Events Contact English

Share this

## Building A Component Library

Our final speaker, Georgii Shestakov, finished the meetup by discussing the importance of building a component library.

If you work in a company with multiple projects, you may find yourself repeatedly employing the same component.

In this case, creating a component library may be the finest investment you can make, and Georgii Shestakov, our experienced manager and developer, tells us what technology to use and what challenges to face during that.

Georgii has over 15 years of experience in software development, both backend and frontend, for web applications.

His projects frequently incorporate test-driven development and agile techniques. Moreover, he is enthusiastic about data science and machine learning.

He suggested utilizing tools such as Emotion, Typescript, Babel, Rollup.js and Storybook to create a component library. Georgii covered the said tools individually, as well as its features & benefits.

I contributed this article on the topic of React.JS

Link: <https://sevenpeakssoftware.com/blog/new-features-in-react-18/>  
Link



# Social Media Content

**Description:** I have created and managed various company's social media pages (in particular, Instagram and Facebook)



@internationalcopywritersassociation

## 3 STEPS to write winning ad headlines

Want to write the perfect headline?

I will detail down below the process which I use after decades of experience as a copywriter. This will help beginners like yourself get started.

**1**

**Evoked emotion in your copy**

When writing copy, it's crucial that you invoke emotion into what. What emotions do you want to convey? Is it status? Fear? Excitement? Good ad copy is interactive and captures the reader's attention.

**2**

**Utilize the power of anchoring**

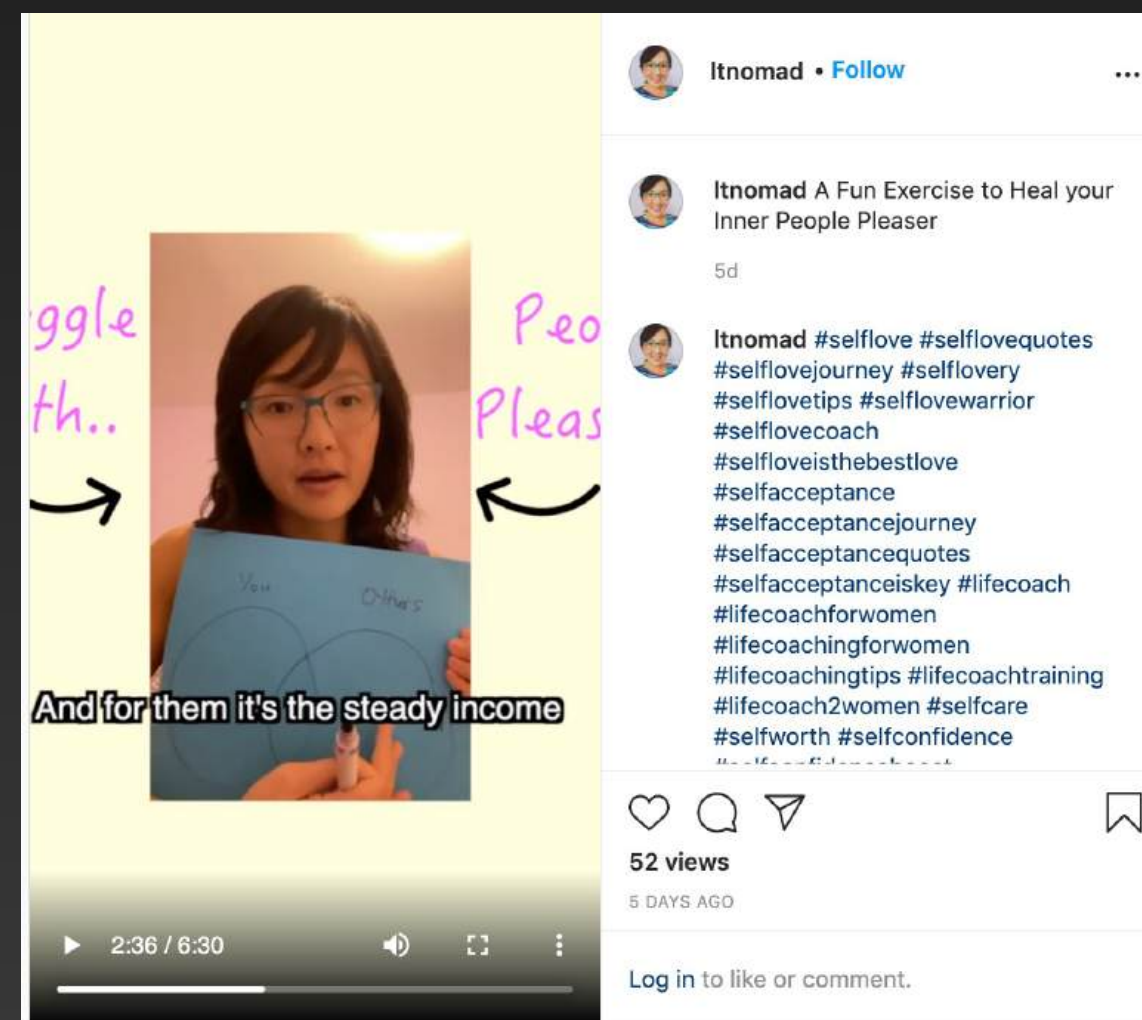
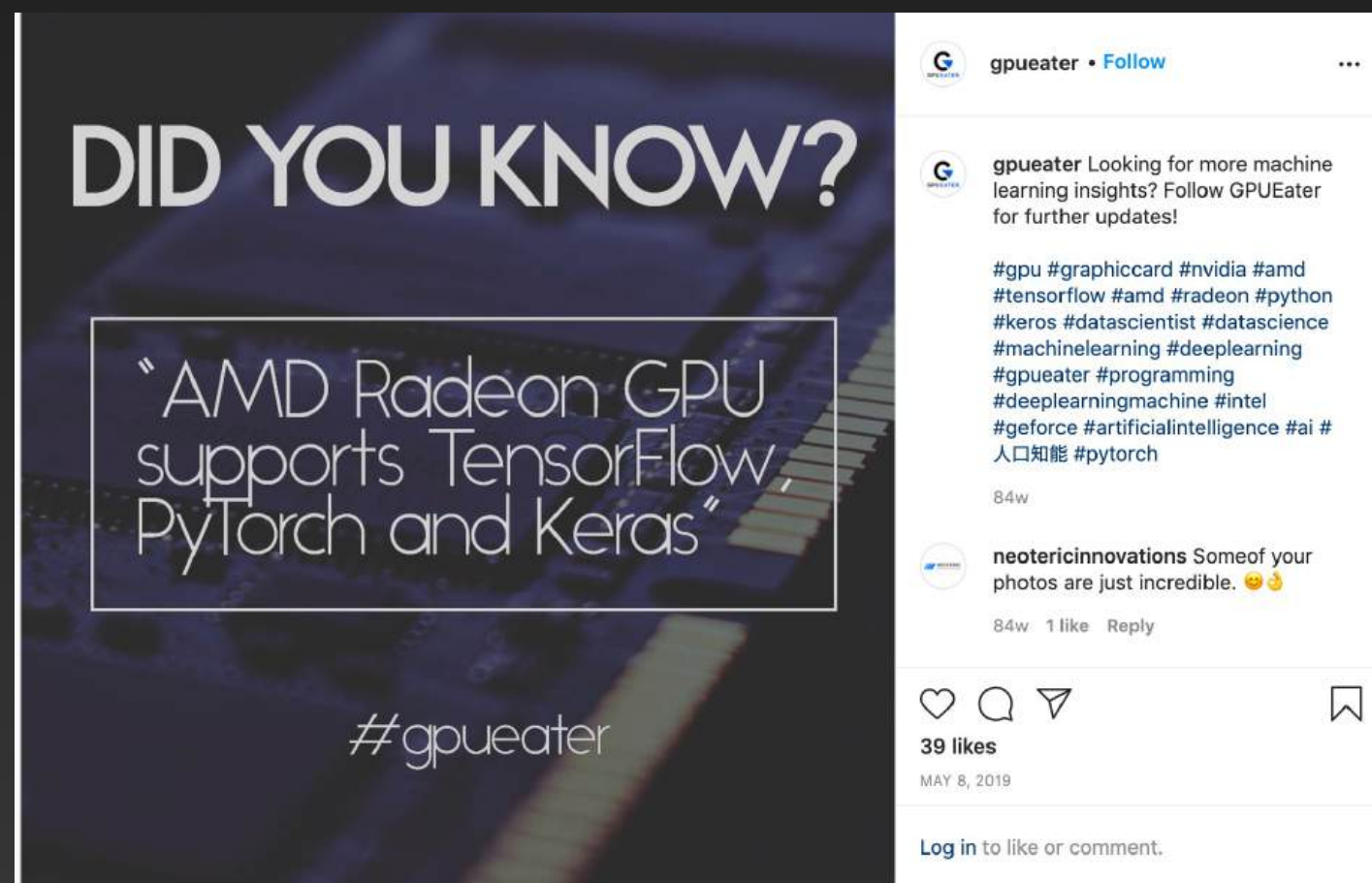
"This \$47 binocular has a viewing distance that is further than a \$3000 telescope."

The anchored the idea of a binocular having a certain range has a preconceived notion, but when you compare it to a telescope, you are breaking that belief and it gets people interested.

**3**

**Always be split-testing**

With how fast social media is moving now a-days, a Facebook ad that worked yesterday could stop working a week after. Test many different versions of your copy for maximum results.





# Website copywriting - Liberasian

*Dear friend:*

When I coach Asian millennials through their career paths, there is always ONE THING I notice that all my clients struggle with.

And when I resolve this ONE THING, amazing breakthroughs happen.

Clients start to quit their jobs to pursue their dream careers. They start to free themselves from the programming their parents enforced on them.

I want to share with you what this one thing is.

But before that, let me share with you a quick story based on a famous Chinese fable..

I want you to imagine that you are a frog who has lived in a well your whole life.

You always wondered what the world will be like.

Every single day, you gaze out into the sky. You experience the sky through the well.

But this is only through the narrow viewpoint of the well's opening.

So, having lived your whole life in the well, you came to this conclusion..



## LIBERASIAN

Helping Asian Americans Create A Fulfilling Life

[JOIN THE MOVEMENT](#)



Hi! I'm Lilia.

I'm a life coach who specializes in helping Asian Americans do what they love.

I want to share with you how I found my calling & worked up the courage to coach full-time.

**Description:** I helped one my clients (Linna Zheng), launch her website - Liberasian, and wrote the copy to help her attract more clients for her life coaching business.



# Constant Energy - Marketing



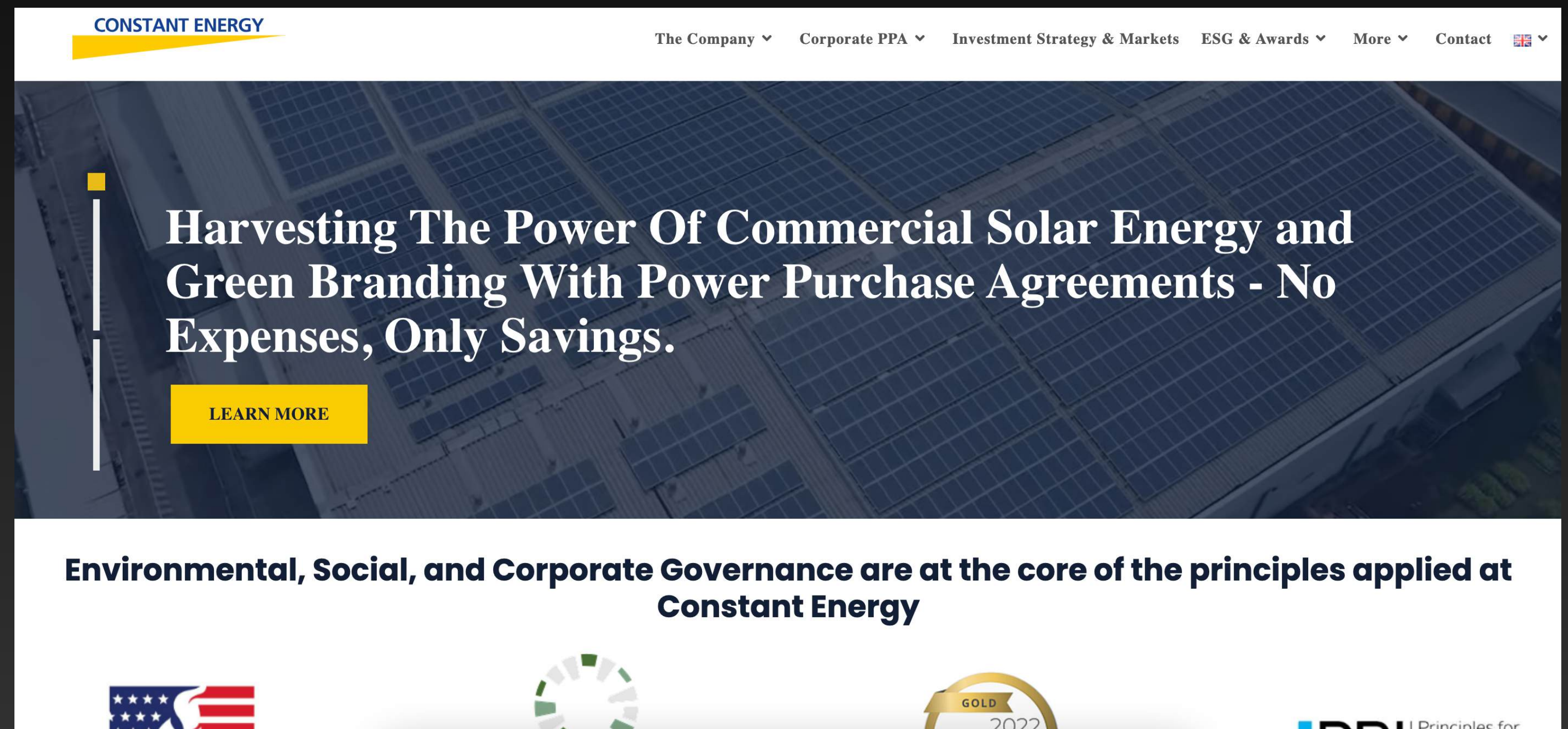
**Description:** Constant Energy is a solar rooftop company based in Bangkok. Many of their clients are industrial clients based in Bangkok ranging from automative, packaging and mining.

**Result:**

-Conducted an analysis of their IT systems that included software and monthly/yearly cost breakdowns in order to help optimize their budget presented to CFO.

-Contributed various content to their social media pages, YouTube and website.

-Conducted interviews with C-executive of their clients for a video testimonial.





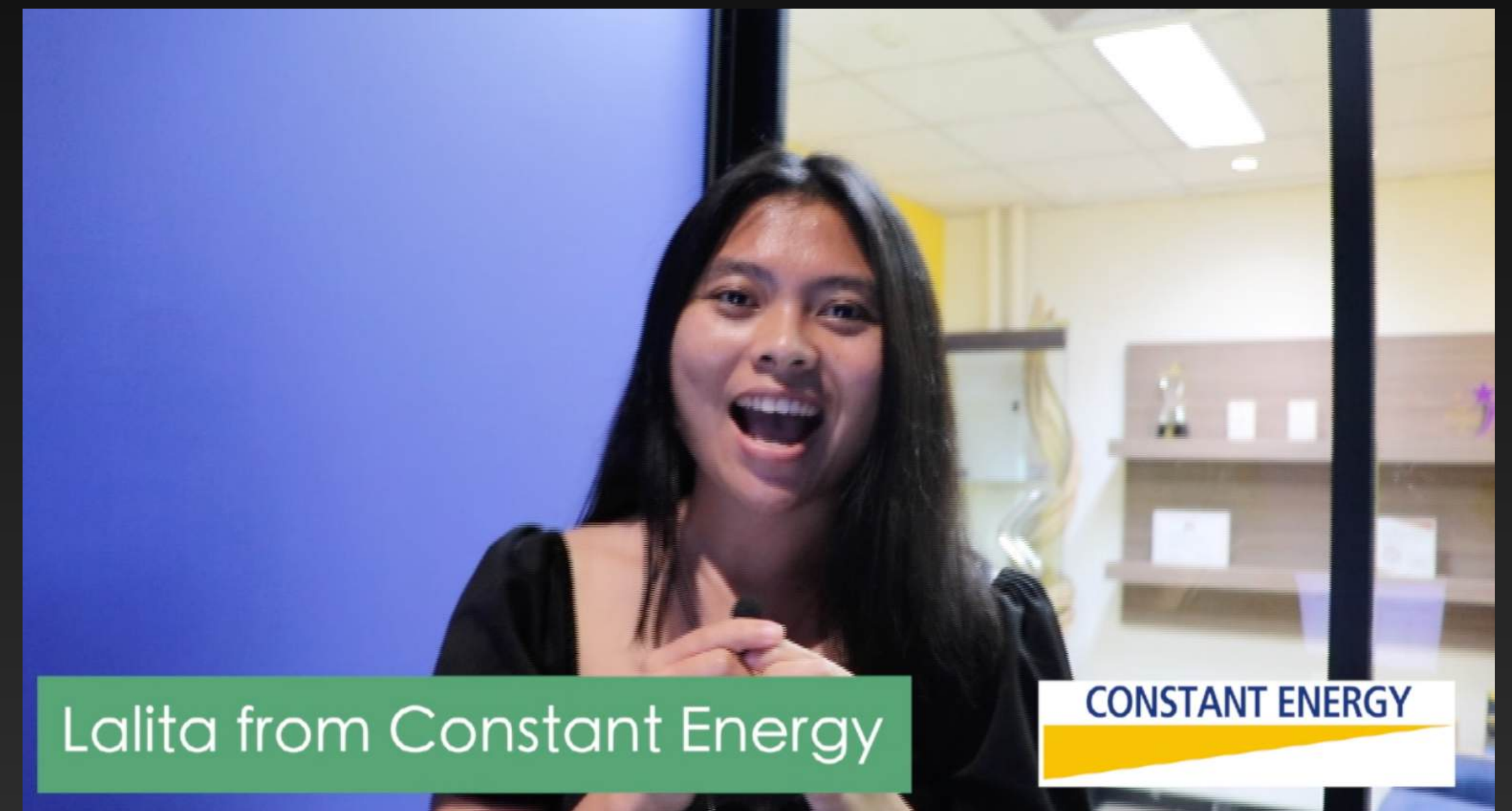
# Content Contributions - Constant Energy

## See what our clients are saying about us

Client testimonies on their experience with commercial rooftop solar panels installed and managed by Constant Energy.  
Join our customers and start your power-saving journey with solar PV systems.



Client Testimonial video



Video sales pitch for sales team







# Other copywriting samples (done on spec)



Omise, lead magnet example & blog content



Valuetainment, 5-email sequence



FlowCandy, client samples and internal marketing.

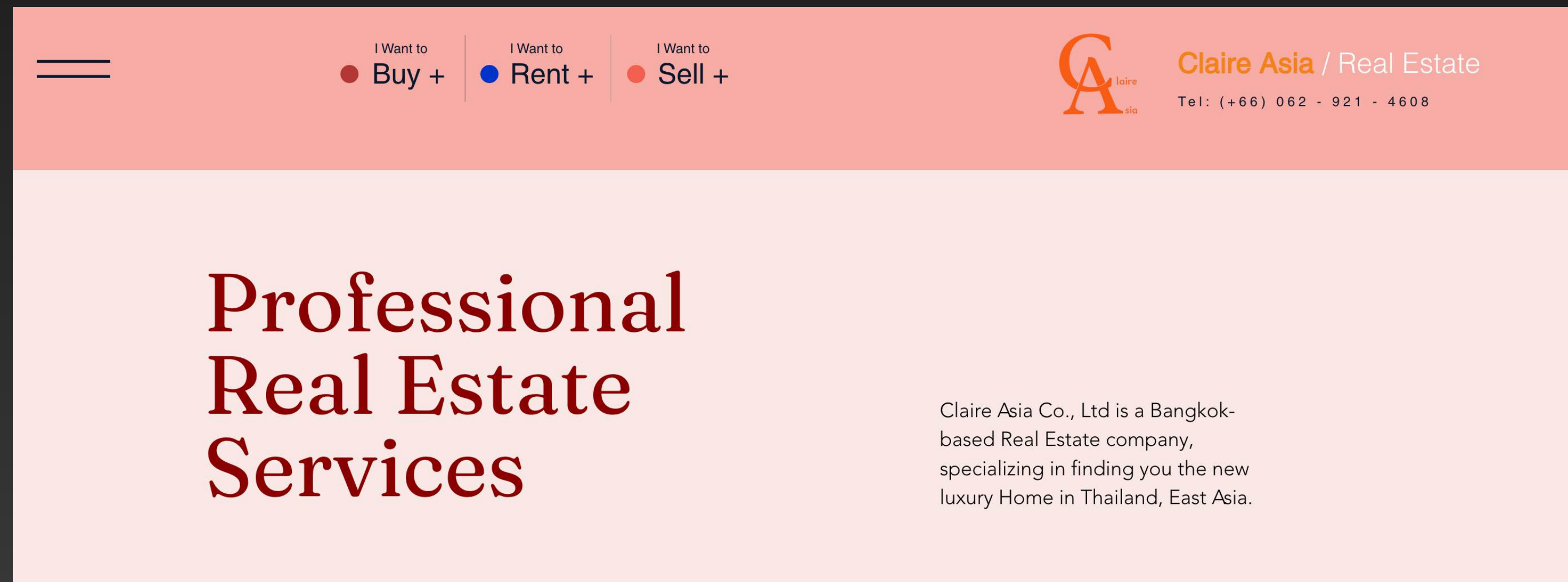


Predictive, blog content



# Consulting client- Claire Asia Co. Ltd

**Description:** My consulting client, helped real estate agency, Claire Asia launch their first website on a budget.

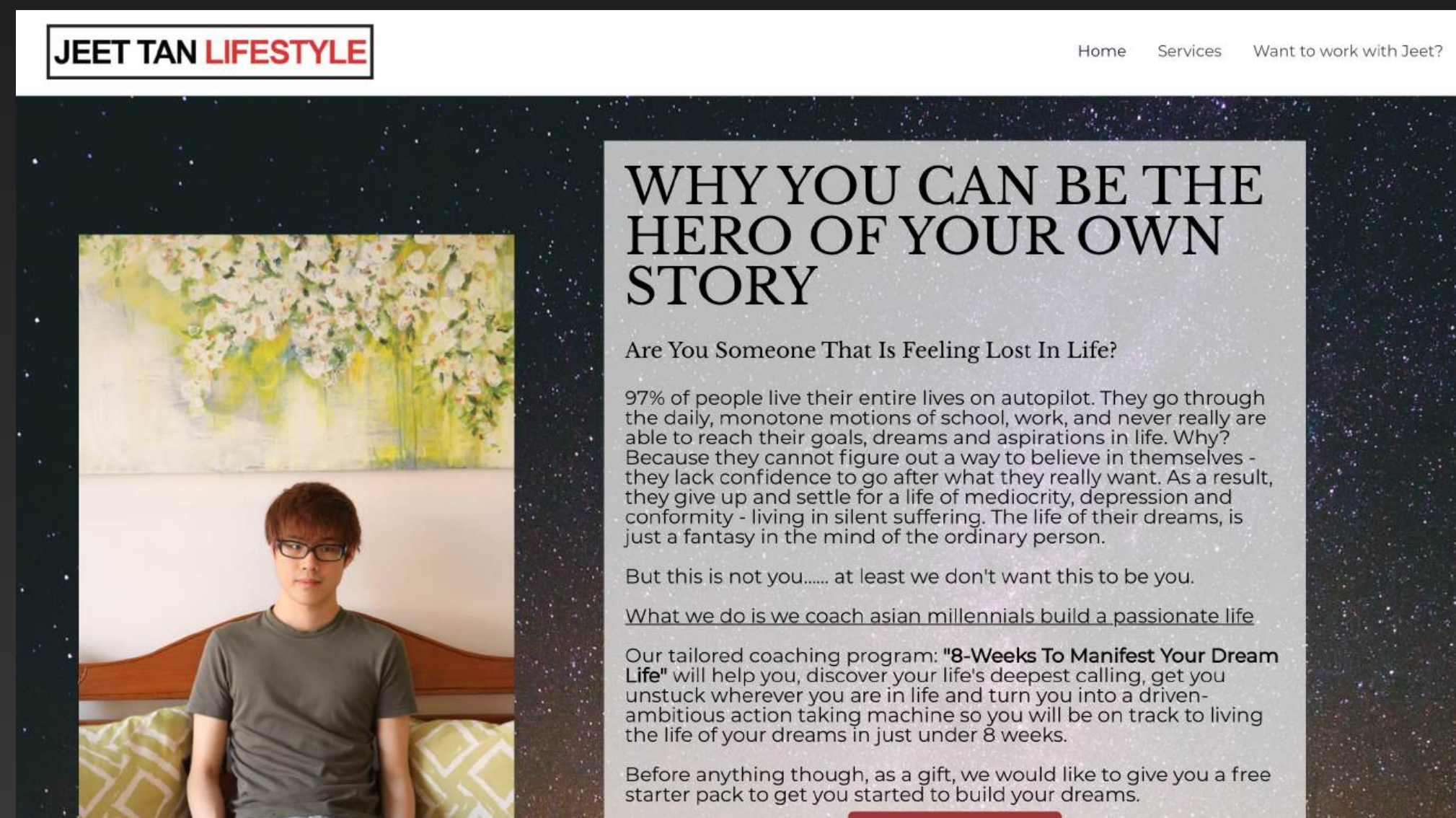




# Personal Projects - Simply Jeet & JTC



**Description:** Simply Jeet is my personal brand, which extends to life coaching which was a service I offered when I was running Simply Jeet and JTC (Jeet Tan Copywriting), my freelance copywriting agency. We are about helping people achieve their dreams through personal development.



**Result:** Using my marketing skills, I have attracted a total of over 13 paid clients as a freelance copywriter. I have also published 44 blog posts on the topic of copywriting, have an e-book (Cash Emails), created over 70+ videos on the topic of personal development and 20+ coaching clients from all around the world. I have also launched a digital product. (7 weeks to Life Mastery)



# Simply Jeet - Content Creation



“If I knew I was going to die..”  
(4k+views)



“The Hikikomori Phenomenon”  
(30k+ views)

Check out more videos at [YouTube.com/simplyjeet](https://www.youtube.com/simplyjeet)



# Simply Jeet - Content Creation



"Helping the poor in Bangkok" (50k+ views)

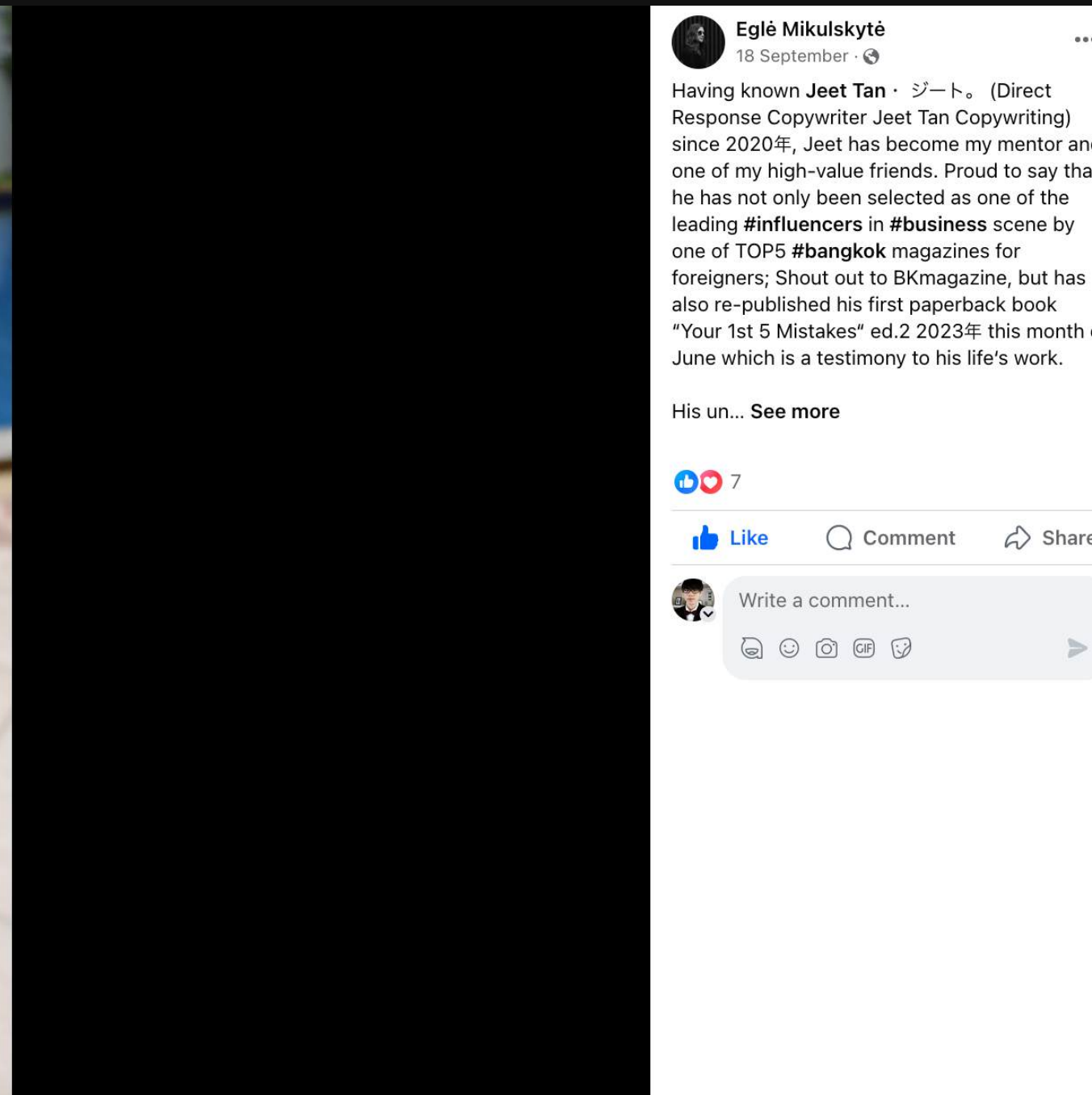


"How I overcame video game addiction.." (4k+ views)

Check out more videos at [YouTube.com/simplyjeet](https://www.youtube.com/simplyjeet)



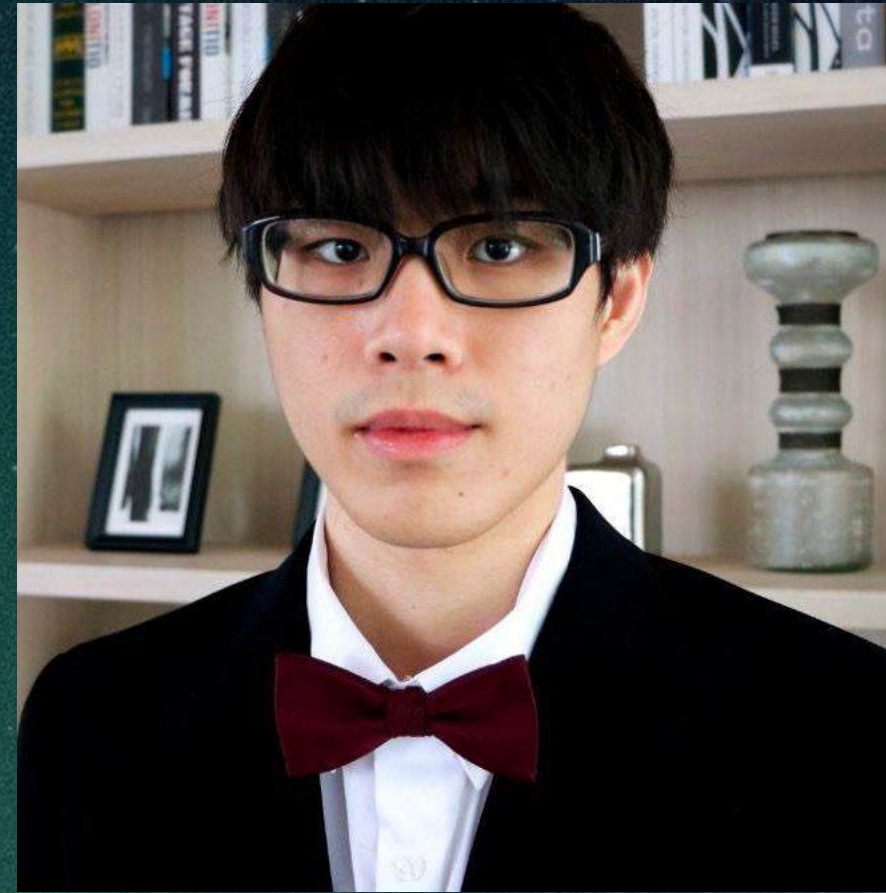
# PR - Public Relations



Release of my paperback book

Interview with BK Magazine





**And we're just getting started...**  
**Get in touch to become the next success story**

**Email:** [jeetta3@gmail.com](mailto:jeetta3@gmail.com), [jeettanlifestyle@gmail.com](mailto:jeettanlifestyle@gmail.com)

**Facebook:** [facebook.com/jeetjeet34/](https://www.facebook.com/jeetjeet34/)

**Linkedin:** <https://www.linkedin.com/in/jeettanofficial/>

**Whatsapp:** +66624515415