



ALI WINES

Beautiful stories, simply told.

About Me

Hi, I'm Ali.



I'm an experienced freelance writer who works with sustainability-focussed brands and organizations in the outdoor industry and beyond, to tell stories that make the world a better place. Humble ambitions, I know.

I've also authored articles for a number of well-known outdoor publications, national newspapers and luxury magazines.

Before I got to this career I love, I was a lawyer, management consultant, then a senior communication leader.

So when you work with me you get a writer, but you also get an experienced strategist who knows how to make messages stick.

The other stuff

I'm always in search of flow. Skiing is what makes my soul sing, and I'm a proud member of the Canadian Ski Patrol. When not on two planks, I'm volunteering as a campaign advisor with Protect Our Winters Canada, practising photography, or trying to get better at yoga and mountain biking.

Slowly.

My writing philosophy

I believe that beautiful stories, simply told, inspire change and encourage action.

Whether that change is making a donation, purchasing a product, or adopting a new way of doing things, well-crafted words can be what get your audience to act and your message remembered.

Now you know a bit more about me, I hope you'll consider letting me help you to tell your story. In the following sections you'll find more details about my services and processes.

Or, if you're outcome-oriented like me, just drop me a note at aliwines@icloud.com, and let's start a conversation.

Services

Here you'll find the types of services I'm most commonly asked for. But just as there's no limit to your imagination, there's no limit to the ways words can be put to work to achieve your goals. If you've got an idea that's not listed here, just ask, and we'll work together to make it a reality.

Web content + blogs

For most businesses, your website isn't like a store-front, it IS a store-front. It's the first place people come when they want to know who you are and what you do, or to see if you're everything you seem to be. It's the place where they'll buy a product, make a donation, or decide whether they want to work for you.

So making not just a good first impression, but a **GREAT** one, matters.

This is where your content counts for everything. It needs to entice the Google search-bots with a cheeky keyword wink, and it needs to delight your visitors once they arrive. No room for sloppy misplaced apostrophes or rambling About pages here, no sir. You want all killer, no filler.

I can help you with that.

Newsletters

Newsletters are a **GREAT** way to keep customers or donors engaged. In fact, they generate \$38 for every dollar spent, and email engagement is increasing*.

But to get that sweet \$38 return, you need people to open them. And let's be honest, most don't. The newsletter tsunami in your inbox is mostly made up of boring, annoying or loooong drivel, am I right?

Good content is the difference between 'Ooh, I wonder what's in here?' and 'Ugh, delete.' Like a great meal, it starts with a subject line that whets the appetite, satisfies with the incisive economy of a Capote paragraph, and is topped off with the cake-store visual delights of a Wes Anderson film.

Let's talk.

**It must be true because Hubspot says so.*





Social media content + social media management

Wow. When did social media get so SERIOUS? Not long ago we were sharing blurry party photos and comments we'd later regret, but now, content is all so... curated. You can buy apps that give your Instagram photos the same tone. The girl you used to ride BMX bikes with has 60,000 followers and fifteen year-olds are driving major social change before they can even drive a car.

The thing is, it's hard to keep up with ever-changing trends and algorithms, let alone finding the time to come up with engaging posts that inspire and build your audience when you've got the actual work of running a business to do.

I get it. I've been there. Let me give you a break from the demands of your phone, so you can get on with the work you were meant to do. Whether it's writing zingy posts or just taking the whole shebang off your hands, I'm here to make your life easier.

Annual Reports + Case Studies

Sure, investors and funders want to see your balance sheet. The profit and loss statement is usually the first thing they'll turn to when they open your annual report. But where do they go after that? People with a connection to your organization want to know about the impact you're making. They want to understand what their support did to grow something tangible, something real, something that matters. That's where storytelling comes in.

I work with clients to uncover stories of true impact for their organization, and tell them in a way that inspires stakeholders to build deeper and more meaningful connections, year after year.

Let's make sure your annual report doesn't sit at the bottom of an inbox - let's work together to make it something you share with pride.

Ghost writing opinion pieces + speeches for leaders

As a general rule, people get promoted to leadership positions because they're good at their job. But, unless you were already Very Important, it's unlikely that writing opinion pieces or speeches was part of that job. Now it's an expectation, and you know it's an effective way to get your message out, but where do you find the time amongst all your other priorities?

In addition to having led my own teams and departments, I've had opinion pieces published in National newspapers and written speeches for leaders to engage audiences in times of turbulence and change.

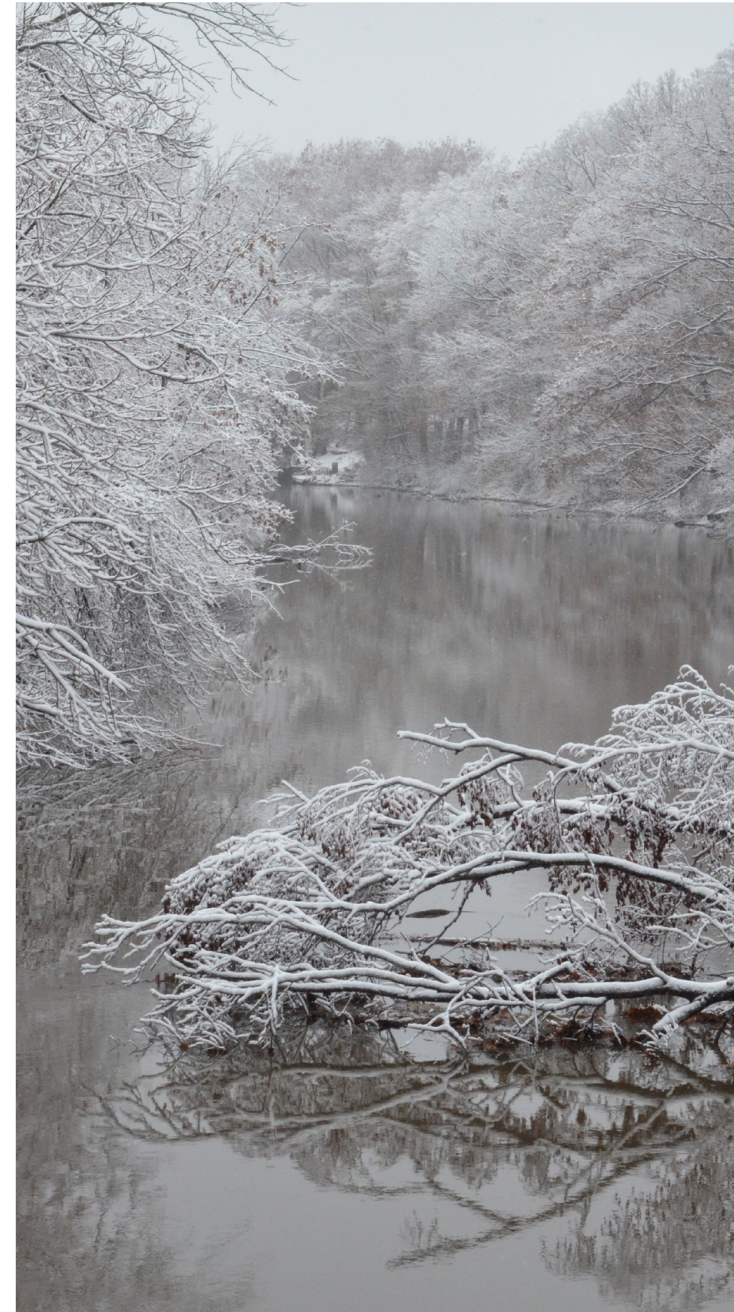
Let's work together to take the stress out of crafting a piece that expresses your views, in your voice, powerfully and effectively.

Crisis + reputation management content

Crises? Yep, I've seen them. Think, leading the internal communications response to Brexit for one of the UK's largest financial advisory firms.

Think, being head of communication for a mental health agency when Covid struck.

Crises are stressful. Reputation damage is scary. You can rely on me to provide calm advice and content that reassures, defuses and rebuilds. I'll be your port in the storm.



Process

Good writing isn't just words on a page in a pleasing order. It comes from an in-depth understanding of your brand, your audience, your goals and the challenges you're trying to solve. Most of all, it comes from great relationships.

So, I want to get to know you. I want to talk to you, in person (radical, I know!). I want us both to feel like we're a good fit for each other. Think of it like dating but without the expensive wine (unless you'd like to buy me expensive wine, which is fine too). I don't work for just anyone, and you shouldn't hire just any writer.

Here's what to expect when you work with me:

- Introductory call, where you explain your objectives and I ask you lots of questions (there's no cost for this).
- I will provide you with a quote and, for larger and more complex projects, a statement of work; along with a contract that sets out the terms and conditions clearly.
- We go through a discovery process together, so I have the best possible understanding of your brand and what you're trying to achieve.
- I prepare a first draft for you to review and comment on.
- One set of revisions are included in the pricing, and I'll make sure I clearly understand these before I...
- Provide you with a final draft.

A different way of working

Because I work very efficiently, unlike other writers who charge by the hour, I charge by the project. That ensures that we are both very clear about the budget - you don't get any surprises, and I get a fair rate for the significant thinking-work that I put into creating content that is custom made to meet your strategic objectives.

My rates are market-benchmarked, and I give a 10% discount to registered nonprofits. Let's work together to come up with a great solution that works for your budget and goals. I can't wait to hear about your project!

PS...

Did you like the photos in this deck? These are images I've taken on my travels. If a one stop shop sounds appealing (and really, when does it not?) I'm happy to talk about providing visual content as well as getting words right for you.



My green promise

I continually strive to operate a business that minimizes its impact on the planet. That includes:

- Membership of [1% for the Planet](#)
- Offsetting all emissions from travel
- Running paperless engagements
- Low-waste and energy-efficient offices
- Only working with clients who share a commitment to our planet
- Using my skills and privilege to advocate for change

My values


- Give your best, always
- Curiosity enriched the cat's life and made everything more awesome
- Don't you think nature is extraordinary?
- Powder days are for sharing
- Fun is not a dirty word

Getting in touch

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 Currently Toronto-based, but I work for clients in the US, UK, Australia and beyond.