

A Mother's Heart and Vision

Bound With Grace is reaching out to other mothers and daughters with hope, guidance, and community.

Moms are moms. We all have much more in common than not. I've heard it said— Once you become a mom, your heart lives outside of your body. It is the hardest job ever. No one prepares you for the emotional roller coaster of motherhood. But, Bound With Grace has a plan for moms to reach their daughters.

What is Bound With Grace?

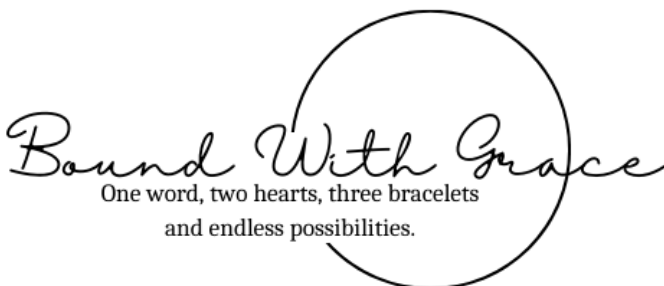
Bound With Grace is a local mother and daughter startup that sells trendy beaded bracelets. Jennifer Conrad is a regular mom just trying to do the best she can with the little time her kids will be in her home. Bound With Grace started as a way to encourage her daughter's creativity. Then, it grew into a bigger idea about building an online community for moms who are running the same race.

Jennifer has a heart for other women. She is using Bound With Grace to create connection points for families during the tough teen years. She does this through bracelets. She picks one word. Writes beautiful tips on ways to incorporate this "word" into your conversations, actions, parenting lessons, and relationship with your daughter. She hopes the bracelets will be a little tangible gift that opens up the opportunity for a bigger gift— the gift of connection.

Reify loves this vision and is happy to meet Bound With Grace's copywriting needs. When we began Reify, we knew we wanted to support and empower the little guy. You don't get much smaller than a mother/daughter duo. Small in number— yes. But, not vision. And, Reify is loving every minute of this project.

Ordinary can be HUGE!

We all fight a little bit of the imposter syndrome. But, we need to stop. Take Bound With Grace for instance. One word. Two Hearts. Three Bracelets. It is so ordinary, but when coupled with Jennifer's vision and Bella's design ideas it can open up endless possibilities. This is why Reify enjoyed helping them with the tagline in their logo.



Not to mention, Jennifer isn't picking just any words. She is focusing on the concepts that lend themselves to discussion and study. What teen doesn't want to be treated like an adult? Jennifer understands this and knows teens are ready to be challenged to think deeper about the big ideas in life.

How does it work?

You follow Bound With Grace on FaceBook or Instagram. Jennifer lets you know when the next collection will drop. Each collection has a limited amount of bracelet sets. Each day that the collection is running Jennifer will share bitesize ideas related to this collection's word.

While you wait for your trendy new bracelets, you can use Jennifer's posts to begin conversations with your daughter, leading up to the presentation of her little gift. Each bracelet in the collection highlights some aspect of this collection's word. As she wears them, she is reminded of your love and her truth.

Then repeat this process with the new collection. You can purchase the bracelet for just your daughter, or you can buy your own and match.

Building something larger.

Yes, it starts with bracelets, but that is just the beginning. Imagine your daughter getting dressed for her first interview. She's quietly looking for the perfect outfit that shows how responsible she can be without making her look like someone else. She gets her hair and makeup perfect. One last look in the mirror as the jitters reach nearly unbearable heights. She sees the Bound With Grace bracelets sitting in a stack on her dresser. She nervously picks her favorites from over the years. Creating her own perfect collection of little reminders that she brings so much to the table. She's stepping into her future with a tangible storyline of all you've instilled in her.

Yes, it is just a little gift for your daughter, but that is just the beginning. Imagine a place you can share victories and ask for advice. Imagine a community of women praying for each other's children. Imagine shared experiences that build bonds. As women, we are always looking for others to reflect our hearts back to us. Bound with Grace is building this for Lexington, SC.

Small businesses often need more.

We wanted to serve local small business owners because we knew you needed Reify. We've learned that you need even more than we realized and it has been so much fun to step up to the plate.

Many small business owners need help with action steps as well. Reify loves to sit down and hear your ideas. We did this with Jennifer and Bella. As we sipped our Starbucks, their vision unfolded as we talked. We ended our meeting with a clear plan, next steps, and task list for all of us.

Reify is ready to do this for you too.

Is it time to reach out to Reify?

We recognize it is hard to know where to go for help sometimes. We also know there are a million and one tools out there that promise huge results. And, they actually might, but only if you have hours to invest in learning the tool.

Reify doesn't expect this of you. We want you to be an expert of you. You need to know your vision and what you'd like to achieve, but we free you of the need to become a marketing expert. We will do that for you.

You need Reify Copywriting if any of the following is true of you:

- You feel overwhelmed when you think about marketing.
- You have taken some steps but do not know what is next.
- You do a great job during conversations, but can't always close the deal with potential customers.
- You have poured money into a do-it-yourself tool only to learn that you lack the time to fully implement this tool.
- You know your idea is good, but you need help with action steps.

It is time for a consultation. You fill out the quick form. Reify will research your business and come to the consultation with ideas. Then, you will tell us your vision and biggest problems. We'll ask questions. We'll share some ideas— even ones you can implement without us. Then, we'll let you know when to expect our proposal. We like to write proposals in phases and bundles to help you make decisions that fit into your budget.

If you are like Jennifer and have a business that needs some directional support, set up your consultation. We can help you see the next steps toward your vision.