

Website copywriting (2018) for wishLockr.com

Messaging and website copy for wishLockr.com. An estimated 60% of UK adults currently have not made a will. wishLockr is a new web service that allows you to securely document, capture and store your life events, memories, end-of-life wishes and estate affairs securely online. Should you fall ill or die, access rights can be granted to nominated family members or friends. I was asked by the creators to develop succinct, sensitive copy for the launch website outlining the proposition. It was awarded 'Best New Website' in the May 2018 issue of Web User magazine. Consulting and Copywriting: Ian Castle, Freelance Copywriter. Webdev: Popcorn web design

Example extracts:

No more awkward conversations

One thing in life is certain: at some point, it'll end. Hopefully that's decades away. But occasionally the unexpected can happen. So make a plan: compile cherished memories, photos and a playlist. Set down your wishes and key contacts. For now, live life to the full and realise your bucket list. And, when the time comes, share your life celebration with those you love.

Your life, curated.

Capture all your special moments

Your graduation. Your wedding. Your first car. That insane Sydney bungee jump! Catalogue your most cherished life events, past and present, in pictures and words. List your all-time favourite songs. On your death, wishLockr lets nominated family and friends - your 'wishUnlocks' - securely view and access your content to plan your life celebration.

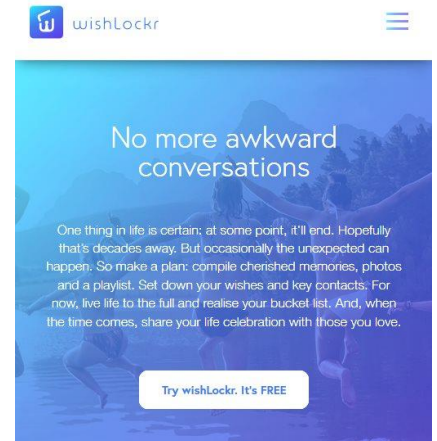
Effortlessly sort your affairs

Have you made a will? Arranged a Lasting Power of Attorney? Is someone holding details of your financial and funeral affairs? wishLockr automatically keeps track of important outstanding tasks, highlighting any loose ends. See at a glance what's been sorted. Get reminders of things you still need to do.

Plan your future adventures

There's more to life than memories: the best is yet to come. So plan your adventures. Create, safely store and update your bucketWish. Think about and set down the life goals you still want to achieve. Create reminders and store notes and details in wishLockr. Take control and make your dreams really happen.

For Sale. Persuasion.™



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