

# Gabi Pasztor

COPYWRITER

## **Copywriting Portfolio**

Website copywriting, SEO copywriting, blogging,  
content writing, ghostwriting, proofreading, email  
campaigns & social media

QUILLCOPYWRITING.COM

## About

I help businesses look more professional by producing articulate, creative and relatable copy.

In 2017 I founded Quill Copywriting. Since then, I have helped many new businesses prepare for their launch through website copywriting, ghostwriting, blogging, content creation, proofreading and assistance with SEO. I also help established businesses rebrand.

I have worked across a variety of industries: finance, health, trades, education, travel, entertainment and beauty.

My writing has been published online and in print, appearing in The Guardian, HuffPost, Money Magazine, MamaMia and Adventure Rider Magazine.

Since 2015, I have completed over forty courses in both business and creative writing through The Australian School of Copywriting, the Australian Writers' Centre, Queensland Writers' Centre, The Australian Society of Authors and Writing NSW.



## My Skills

- Website Copywriting
- SEO Copywriting
- Blogging
- Content Writing
- Ghostwriting
- Social Media Content
- Proofreading



## IJED Electric & Data

Website copywriting for the Shoalhaven's most trusted electrical company.

Tasks: concept development, brand analysis, competitive research, SEO copywriting, content development, editing & proofreading.

# SERVICES

**COMMERCIAL**  
We specialise in installing, maintaining and repairing electrical systems in all commercial settings including office spaces, shopping centres and other businesses. We also provide safety and compliance checks and install new equipment. Join the growing number of companies who rely on IJED long-term to ensure electrical compliance and safety.

**LEVEL 1**  
With experience in both high and low voltage installations, we can assist you on your next Level 1 project. We work with developers, builders and architects from the design phase right through to the handover.

**LEVEL 2**  
We are a Grade A, Level 2 Accredited Service Provider and are one of the longest-serving providers in the Shoalhaven region and beyond. Our Level 2 electricians are fully licenced and trained to install, repair and maintain services between your business or home and the electricity network in your street.

**INDUSTRIAL**  
Our team of electricians have significant experience in industrial installations and maintenance. We have worked in factories, warehouses, mines and plants and have the right expertise for all industrial-scale jobs.

**RESIDENTIAL**  
From minor extensions and additions to fully-automated, architecturally-designed properties; we have the electrical expertise to undertake any residential and data/networking needs in free-standing homes, units, apartments and townhouses.

**SOLAR INSTALLATION**  
Power up your home or business with the latest solar technology. Our tools and expertise with this renewable source of energy will save you money while also being highly beneficial for the environment.

**EMERGENCY RESPONSE**  
Don't let your business lose income due to an electrical emergency – call us for rapid response electrical work. Storms, fires, power outages – we're here to help. You can also visit our Generator Hire page for emergency power needs and event hire.

With over 30 years' experience in the business, IJED Electric & Data is proud to provide a complete range of electrical services. In addition to commercial, residential, industrial and electrical work, we are also an accredited service provider for both **Level 1 and Level 2 electrical services within the Endeavour Energy network area.**

Since we were established in 1989, our priority has always been to deliver a superior service to your home and business. We believe in our results and hold ourselves to the highest standards.

**ABOUT IJED**

## WHY CHOOSE IJED?

- Over 30 years' experience in installation and service
- Rapid response delivery and servicing
- Competitive rates
- Punctual and reliable service
- 24/7 availability for electrical emergencies

[View the full website here](#)



## SEA Financial Group

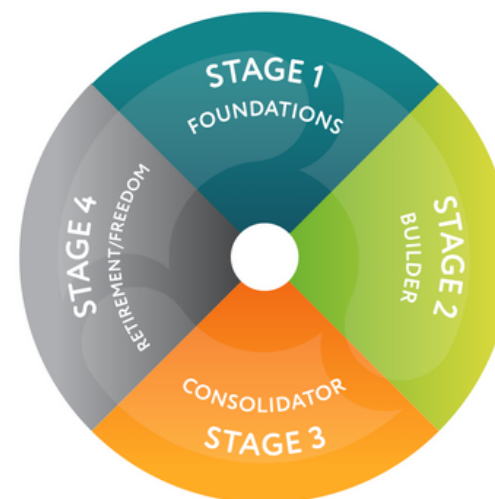
Copywriting and content marketing for an ethical & sustainable financial adviser (website and brochure).

Tasks: concept development, brand analysis, competitive research, SEO copywriting, editing & proofreading.



## HOW DOES THE CIRCLE OF ADVICE AFFECT YOU AND YOUR FAMILY?

The Circle of Advice shows the different needs of families throughout their lives. At SEA Financial Group, we have long-standing relationships with many families, and our clients who are retired or approaching retirement often bring their children and grandchildren to us. In coming to the same financial adviser, you can be sure that your family's wealth is looked after, and that your adviser already has a personal relationship with them. We welcome people of all ages and are proud to have supported many generations within the same families.



*Established in 2003, SEA Financial Group provides advice to hundreds of Australian families like yours.*

*Financial planning is about helping you plan for a future lifestyle that is as good as it can possibly be.*

*No matter your age, the advice of a SEA Financial Adviser is crucial in helping you achieve your financial goals by developing a strategy specifically for you.*

*SEA stands for sustainable, ethical and aspirational – so you can rest assured that your financial decisions will always have a positive impact, no matter how complex. Our advisers are passionate, driven and prepared to work hard to give you the best possible financial advice.*

[View the full website here](#)



## Money Over 50 Financial Advisers

Ghostwriting for an Australian financial adviser's biweekly podcast, Money Over 50.

Tasks: ghostwriting, content writing, editing & proofreading.

## Why Your House is More Like a Car Than a Super Fund

13/7/2021



Towards retirement, we always discuss assets and liabilities with our clients. Many of them talk about their house as an asset and part of their retirement savings. But there is a problem with this. Unless their plan is to sell the house before or during retirement, this is not an asset that will generate an income for them to live off.

In this scenario, the house is much the same as a car. Let's say you own a \$30,000 car. It's practical; you need it for transport. But you cannot draw from that \$30,000. You can't use it for anything else, including an income, during your retirement. It's money such as that in your super account that 'gets dressed and goes to work for you'; providing an income stream you can draw from.

As we know, there can be significant costs to owning property. We've recorded podcasts and released articles that go in-depth about these costs, but in a nutshell, they are:

- Rates and Water – \$2,500 a year (conservatively). Also, it is more expensive in places like Townsville, where we are.
- Insurance – \$2,500 per year (also more expensive here due to cyclones).
- Maintenance – around 1.25% of the value of the property and land. People are shocked when we tell them this. But we're talking big costs over time, broken down to an annual cost. For instance, a new coat of paint inside and out every 15 years at \$40,000 breaks down to an **annual cost of \$2,666**. This cost doesn't come every year, but it does come. Others include replacing split system air conditioning units – \$20,000 every 15 years, or **\$1,333 annually**. Then there's new bathrooms, kitchens, and floor coverings every 20 years at \$50,000, or **\$2,500 a year**. General maintenance for things like electricians and plumbers comes in at **around \$1,000 a year**. In total, these add up to **\$7,500 a year**. On a \$600,000 home, that's about 1.25%.

A common misconception is that once a house is paid off there are no more costs. But we know that isn't true, and the long-term costs can be a lot more than people think. People ask 'what's the alternative? I don't want to rent during retirement.' We're not saying don't own a house – just highlighting the need to be aware of the costs. Cars can be categorised in the same way. They have some resalable value – but are not an asset to live off. So whether it's a home or a car, there are always running costs. Make sure you invest in something else that will outgrow inflation. And as always, think about the trade-offs you can make and how they might help you in saving money.

**MONEY OVER 50**  
FINANCIAL ADVISERS

[Read the blogs here](#)

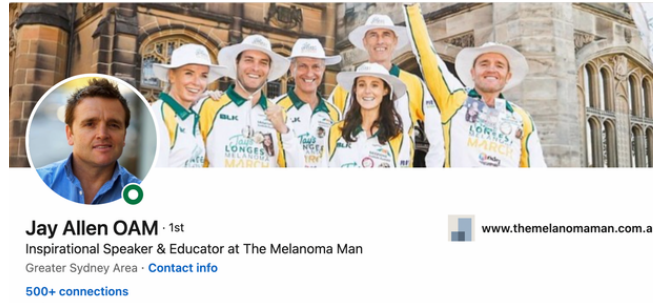
[Listen to the podcast on Apple](#)



## Jay Allen The Melanoma Man

Social media content  
(Linked In, Facebook and  
Instagram) for Jay Allen  
(public figure, inspirational  
speaker, educator & skin  
cancer advocate)

Tasks: research, brand  
analysis, content writing,  
editing & proofreading.



### About

Jay Allen is an inspirational speaker who gives educational talks to raise awareness about skin cancer. More than 1 million Australians are diagnosed with skin cancer every year. After a very close call with melanoma, Jay became a highly passionate advocate for skin cancer education. He speaks at corporate events, community groups and primary and secondary schools to reach as many people as he can.

In 2008, at the age of 32, Jay was diagnosed with Stage 3 melanoma and given a 50% chance to live. Melanoma is the most common cancer among 15 to 39-year-olds in Australia and every year, 14,000 are diagnosed. Unlike many, Jay survived, and immediately made it his mission to stop as many families experiencing the same trauma as he could.

In 2014 Jay was named in the Top 25 Not for Profit's Most Influential People by Pro Bono Magazine. 2016 saw Jay lobbying for and being successful in achieving a ban on commercial solariums nation-wide. In 2017 Jay was nominated for the Australian of the Year award, in the Local Hero category. He has organised, promoted and led fundraisers, raising millions for cancer research.

In 2020 Jay was presented with the Medal for the Order of Australia (OAM) at Government House in Sydney.

Many patients and their families struggle to understand and cope with a diagnosis of cancer. For years, Jay has supported these people through their journey.

Sadly, in January 2021, during a worldwide pandemic and after being cancer-free for over 12 years, Jay was diagnosed with cancer yet again after noticing a golf ball-sized lump on the right side of his neck. But this time, it wasn't melanoma. What Jay initially thought was a bad bout of tonsillitis turned out to be a squamous cell carcinoma, with scans showing the primary tumour on Jay's right tonsil. Jay underwent thirty-five rounds of head and neck radiation and two four-hour rounds of chemotherapy. He lost fourteen kilos. Thankfully, on the 2nd of July, Jay was given the all clear after a full-body PET scan.

Through advocacy, fundraising and educational talks, Jay has been able to touch many lives and bring a positive change to those whose lives have been affected by cancer.

Jay's passion and enthusiasm are evident in his inspirational talks. His mission is to give as many talks as he can, in order to educate as many people as possible and reduce the incidence of skin cancer. Jay's ultimate wish is that one day we can all live in a cancer-free world.



[View Jay's full profile here](#)



## Hemp Skin Co

Website copywriting, editing and proofreading of Terms & Conditions and Privacy Policy documents for HempSkin Co – the leading range of organic skin care products, including Australia’s first-ever Hydra Burst Hemp Mask and Essential Moisture Crème.

Tasks: concept development, brand analysis, competitive research, SEO copywriting, editing & proofreading.

# NOURISH. PROTECT. REJUVENATE.

Your skin deserves the best. Treat it with the leading range of organic Hemp-derived Cannabidiol skin care products, including **Australia’s first-ever** Hydra Burst Hemp Mask and Essential Moisture Crème.

Organic, cruelty-free skin care – so you can feel as good as your skin does.

## What can Hemp-derived extracts do for your skin?

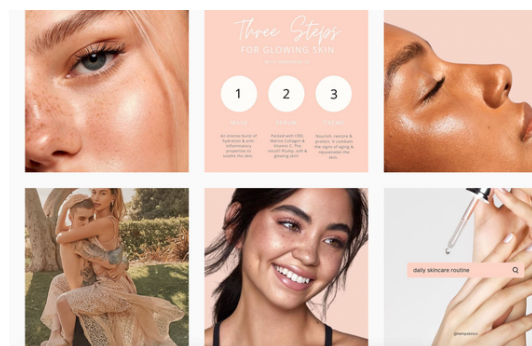
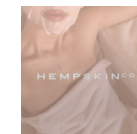
Hemp-derived Cannabidiol is the active ingredient in all our products. It is an exceptional ingredient that nourishes and enriches your skin, and rejuvenates a stressed complexion. It’s also a gentle anti-inflammatory your skin will love.

Hemp-derived Cannabidiol also:

- reduces redness
- diminishes the appearance of acne scarring
- deeply revitalises skin
- eases psoriasis and eczema / atopic dermatitis
- has anti-aging properties
- moisturises, brightens, nourishes and restores skin
- promotes skin balance and wellness.

Hemp is a humectant, which means it draws moisture to the skin – giving our products anti-aging properties. And by using products that are organic and cruelty-free, you’re not just being kind to yourself, but being considerate of others and our planet too.

HempSkin Co products are perfect for all skin types and benefit even the toughest skin when used regularly. Daily stresses, sun damage and make-up can age your skin. Your skin wants to be nourished: bring it back to life with our natural HempSkin Co products and let the combination of our Essential Moisture Crème, Collagen Hydra Serum and Hydra Burst Hemp Mask maintain your beautiful, healthy, glowing skin.



[Visit HempSkinCo on Instagram](#)



## Scion Advice

Website copywriting for Scion Advice - a company providing quality, individualised financial advice for families.

Tasks: concept development, brand analysis, competitive research, website copywriting, editing & proofreading



### WHY CHOOSE US?

We are experienced financial advisers and provide a quality, individualised service in a comfortable environment. We're proud that our clients refer to us as approachable and easy-going advisers who give direct, honest and goal-oriented financial advice. We do not charge for our first meeting. Any meeting with Nerida and Simon can be held in our Nowra office or virtually over the internet - it's your choice!

At Scion, we welcome everyone. We respect equality and love diversity - we are all different. Without diversity of thought and commitment to equality, there is no moving forward. Be you, with us!

### GET IN TOUCH TODAY

Get in touch today to find out how we can help you & your family.

CONTACT US



### SCION - WHAT DOES IT MEAN?

People often ask us: what does the word 'scion' actually mean? It is a new section of a plant, such as a bud or shoot. The word can also mean a descendant of a wealthy or influential family.

We chose the name because we believe in new beginnings and growth; and we love helping people grow wealth within their families.

- HOME
- WHAT WE DO
- WHO WE ARE
- DO I REALLY NEED A FINANCIAL ADVISER?
- WHAT OUR CLIENTS SAY
- CONTACT US

### WHAT DO WE DO?

We love hearing about your financial aspirations. What is it that you wish to achieve when you think about your future? Is it financial stability for your children? Owning property? Being able to travel where and when, and by whatever means you like?

We're here to help you reach those financial goals, whether they are short or long-term. We love hearing about what our clients hope to achieve, and we love being the stepping-stone between dreams and reality. We help our clients take steps forward and implement the right strategies in order to attain specific goals.

Consider us a personal coach for your money.

Our team can help with superannuation, retirement and redundancy planning, stockbroking, estate planning, wealth accumulation, life insurance, tax strategies, government benefits such as the Age Pension and management of debt.

READ MORE



[View the full website here](#)





## The Guardian Australia

Freelance content writing  
for The Guardian Australia.

Tasks: content writing,  
editing & proofreading

# I almost gave up searching for my first best friend: 25 years on, we found each other

When Gabriella met Natsumi they had no shared language - but that did not stop them from becoming fast friends



▲ Gabriella and Natsumi in Perth, when they first met

But not all my memories were so nice. I was enrolled in kindergarten, and while most kids would've been excited for their first day of "big school", I was petrified. Not only was I in an unfamiliar country and incredibly shy; I did not speak a word of English. I had no idea how I was supposed to understand anything.

School was scary. I clearly recall one teacher putting a pencil in my hand and ordering me to "write". Write what? I couldn't even introduce myself or say hello in English.

Then I met Natsumi.

Natsumi's family had recently migrated to Australia from Japan. Like me, she couldn't speak English. Our only method of communication was nodding or shaking our heads, pointing, and smiling. No words. And yet, we became the best of friends.

I would beg to go and visit Natsumi at her house.

When my family first landed in Perth at the start of January, it was 40C. The stifling heat was such a contrast to the European winter we had left behind.

It's one of the things I remember about migrating to Australia with my mum and step-dad when I was six; that and the extremely long flight leaving Budapest - with stopovers in Helsinki, Karachi and Singapore.

On our very first evening in Australia, we ate watermelon as we dangled our feet in the sea, watching the west coast sunset. Earlier that day, I'd lost my (very special) toy kangaroo. I ran back to the park where I'd accidentally left it, tears running down my face, then found it on top of a bench. Someone had kindly placed it there for its rightful owner to claim.

[Read the full article here](#)



## Money Magazine

Freelance content writing for Money Magazine, Australia's longest-running and most-read personal finance magazine.

Tasks: content writing, editing & proofreading

The screenshot shows the Money Magazine website. The main navigation bar includes 'My Money', 'Property', 'Investing', 'Shares', 'Superannuation', and 'Compare'. The article is under the 'MY MONEY' category. The title is 'How we saved \$160,000 in rent money by house-sitting full-time'. The author is Gabi Pasztor, and the article was published on May 14, 2021. There are social media sharing icons for Facebook, Twitter, and LinkedIn. The article text is partially visible, showing the beginning of the story.

**Money**  
CREATING FINANCIAL FREEDOM

My Money Property Investing Shares Superannuation Compare

MY MONEY

# How we saved \$160,000 in rent money by house-sitting full-time

By [Gabi Pasztor](#)  
May 14, 2021

1 f t in

In our late 20s, my partner and I were renting a two-bedroom apartment in Sydney. It was 2014, and we had decided to quit our jobs and go overseas for an extended backpacking trip.

We'd been saving hard for the trip and couldn't wait to get on the road. But we had a small problem: our lease ended six weeks before we were due to leave, and we had to move out.

Paying for a hotel was too expensive. And staying with my parents was too far away for my partner who is a nurse and was working night shifts.

## Becoming house-sitters

A friend came up with a solution: her parents were going overseas and needed someone to look after their three cats. The dates were more or less exactly what we needed - so we jumped at the chance to live rent-free for those six weeks. In that time, we saved more than \$3000 by not paying rent. Putting that lump sum towards our trip felt great - with Sydney living costs, we'd never saved so much so quickly.

Our trip was fantastic, and a few weeks before we were due home we were contacted by a friend of a friend who needed a house-sitter for their puppy while they went on holidays.

When we got home we moved in right away, catching the bus to their house from the airport. We were relieved to have three weeks of not paying bills and an opportunity to find our feet, find new jobs, and save for a new rental bond after our trip.

As we began discussing renting again, we wondered if we could continue this free lifestyle. We started researching house-sitting online (not that common back then) and started applying for house-sitting positions all over Sydney.

[Read the full article here](#)



## Sydney's Best Pool Service

Email direct marketing for a leading pool service and retail shop in Sydney.

Tasks: email direct marketing, editing & proofreading, market research, brand analysis



### Win a BBQ!

There's no better time to buy a Maytronics Robotic Pool Cleaner than right now, with all sales until January 27th going into the draw to win!

Despite the price tag, a robotic pool cleaner is actually the cheapest and most reliable method of cleaning your pool. Take one home today and see for yourself!

## Summer Has Finally Arrived - Plus Your Chance To Win a FREE BBQ Valued at \$1,500!

### Heat Wave Weekend

Look out, pool owners - this Australia Day long weekend is set to be a scorcher! With four days in a row predicted to hit the high thirties and Australia Day on Tuesday, you'll need to keep a close eye on the pool to ensure it's looking its best.

Simple tips to keep the pool looking great in the hot weather:

- **Get your water tested professionally in-store.** High bather loads and high temperatures can cause a rapid reduction in free chlorine levels which can rapidly result in a cloudy or green pool.
- **Shock-dose the pool** with chlorine and extend your filtration times to cope with higher chlorine demands.
- **Keep your pool topped up.** Hot, windy weather means rapid evaporation - check and fill the pool daily if necessary.
- **Test your pool regularly** with a simple home test kit. It is important to ensure correct chlorine levels before swimming, especially when swimming with small children. If you don't have a test kit, pop by one of our shops to pick one up.
- **Practise preventative maintenance** by routinely adding algaecides and phosphate treatments to your pool. Visit us in-store and get a plan for your pool.
- Last but not least, **if your pool looks cloudy, it is usually a sign of trouble.** Don't wait until the pool goes green - call us right away.

## Testimonials

"Witty. Clever. Funny. Articulate. Professional. You won't be disappointed working with Gabriella. Her writing content has helped our web and socials feel so much more relatable for our audience. Gabriella went the extra mile and researched heavily into our industry before writing content to ensure she came across clearly and concisely." **Dylan Jorgensen, Director - IJED Electric & Data**

"We have always struggled to explain what we do for our clients in the written word. Additionally, we work in a field where industry jargon is rife. Gabi was able to prepare copy for our new website in easy-to-understand language that articulates the value that we create for our clients. She has also brought a level of writing professionalism to our blogs." **Michael Hogue, Owner / Manager - Money Over 50 Financial Advisers**

"I've known Gabi for many years now ever since the sad passing of her friend to melanoma. Whenever I need work done I make sure to reach out to her as she is the best at it. She has been collaborating with my team for a couple of months now and we have recently signed her up to lead the website for our new charity. She is also an easy-going, caring, compassionate human who takes great pride in all her work. I 100 per cent definitely recommend Gabi to any job." **Jay Allen, Public Figure - Inspirational Speaker & Educator / The Melanoma Man**

"Using Gabi's skills as a blog writer has been one of the best decisions we've made. We provide her with the technical information that we want to communicate to our readers, and Gabi turns it into something that is interesting/engaging. Her skills in creative writing has helped us save a huge amount of time, and allows us to be consistent in providing more useful information to our readers." **Ali Hogue, Paraplanner - Money Over 50 Financial Advisers**

"We use Quill Copywriting for all our electronic advertising, blogs and website work. Couldn't be happier!" **Paul London, Director - Sydney's Best Pool Service**

"Gabi from Quill Copywriting helped me update my website and I was very pleased with the work she did. She was able simplify and clarify the content making the website more user friendly. She also made it possible for my customers to access my website via their mobile phones and started a blog & news section." **David Rice, Owner & Director - Rice's Swimming School**

"Gabi was wonderful to work with. She was extremely professional and gave us exactly what we wanted regarding our website copywriting. Highly recommend Quill Copywriting Services - you will not be disappointed." **Dylan & Natasha, Owners / Founders - HempSkin Co**

# Connect

