

freelance copywriter & content strategist

Ann Eshaw

scroll for a few examples



↳ Work with me today

my services

**web
copy**

↳ rank higher on Google
and convert

**case
studies**

↳ give potential
customers the proof

**social
media**

↳ copy that starts a
conversation

**landing
pages**

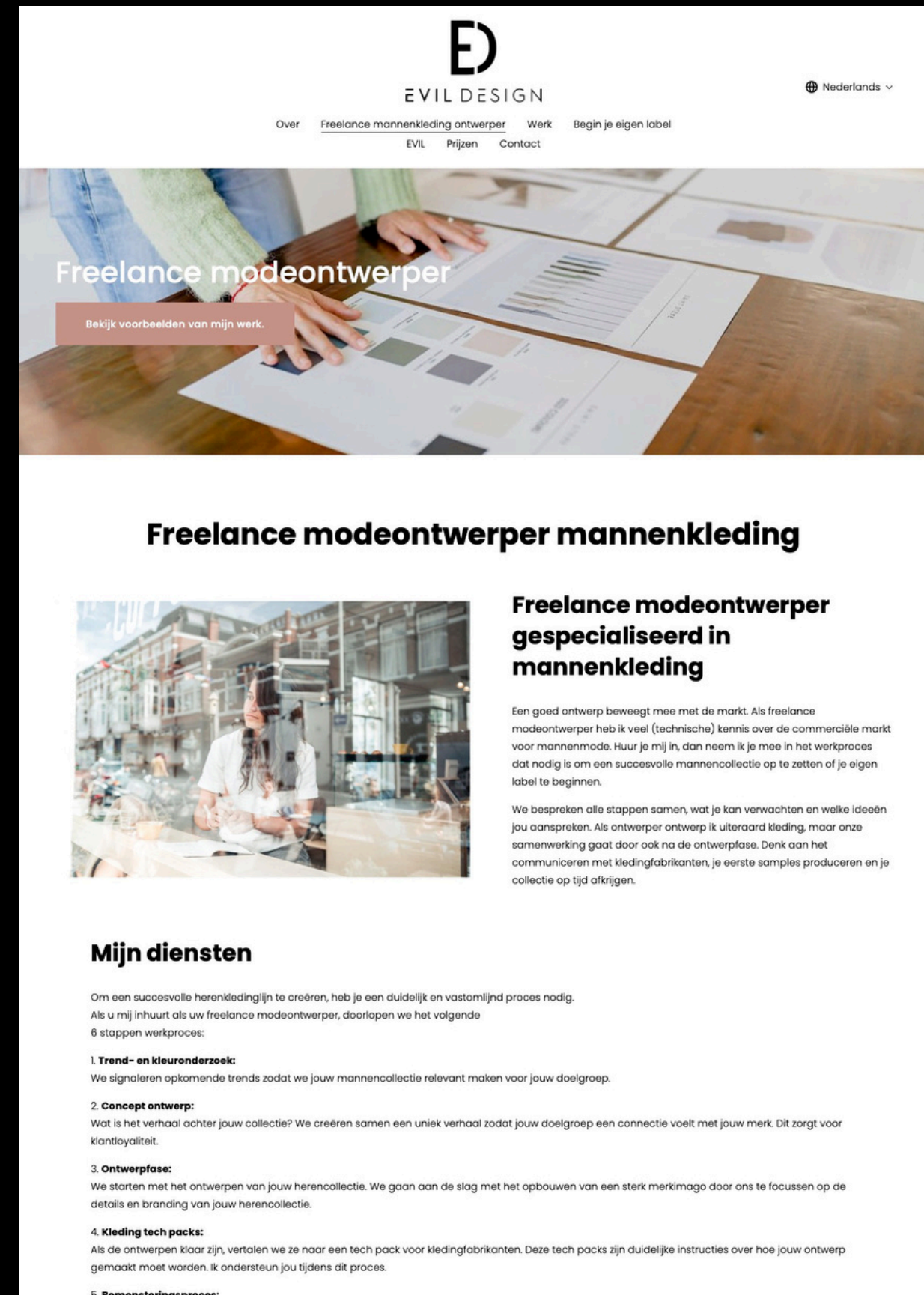
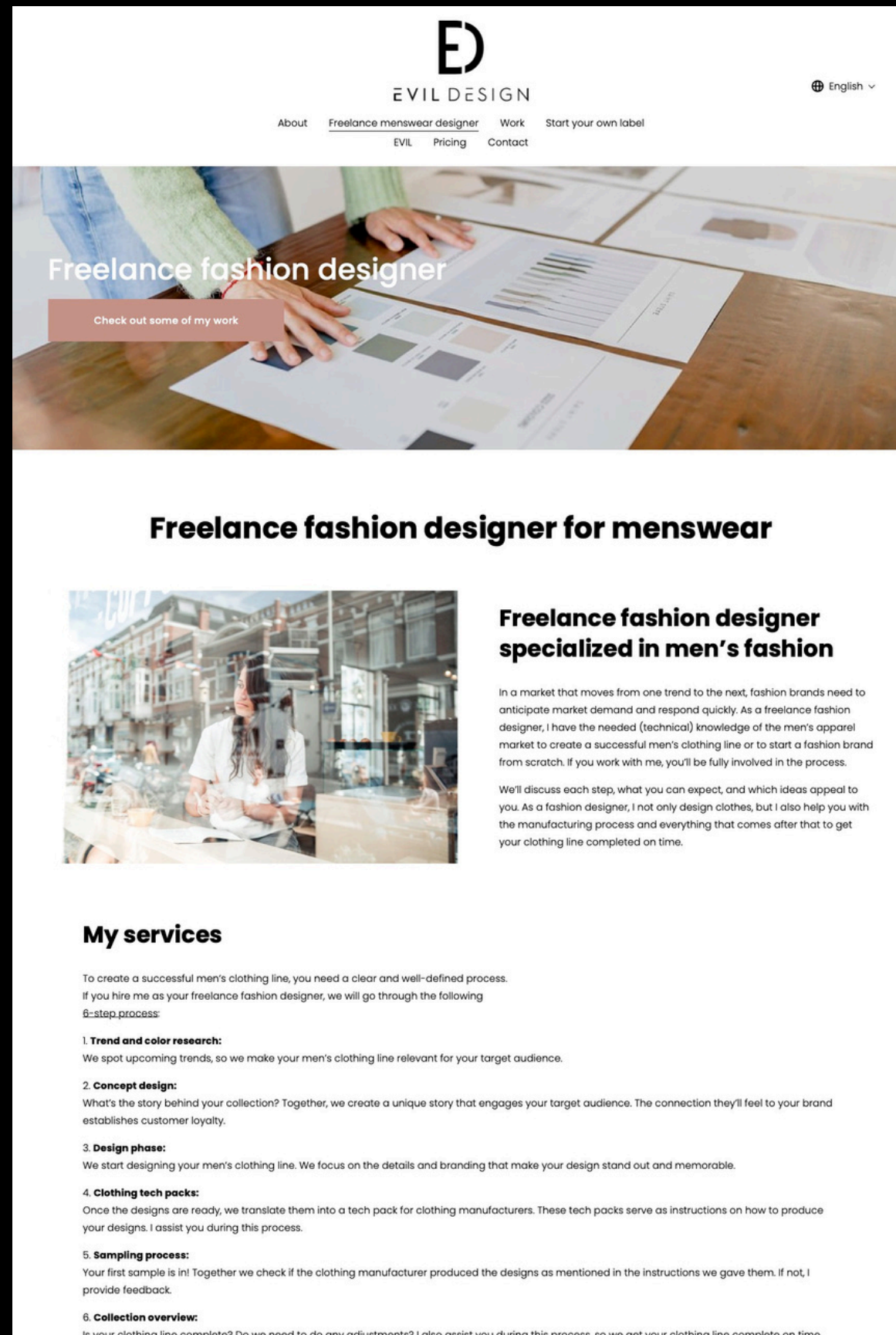
↳ strong, concise
copy that converts

website

Eveline noticed her website wasn't clear enough for her target audience.

After a chat about her services, target audience, and goals, I got to work. I optimized both the Dutch and English homepages with relevant keywords and clearly outlined her process in an accessible way.

Click on the images to read.



case studies

I wrote several case studies for the company inepro BV.

Click on the images on the right to read two of them.

Case studies are a powerful way to showcase your results. Tell the story of how your company solved real problems for real clients.

GENERAL

GTi updates card readers in 25 locations in just a few hours with the Spider Configuration App

GTi – the distributor of the Nayax digital solutions in France – faced a challenge when they had to update hundreds of their customers' card readers across 25 locations.

GENERAL

inepro x Nayax: One solution to manage all company cards on any device.

The Nayax payment terminal allows Mifare, Desfire EV1 and EV2, Mifare Type B Calypso, Legic, and I-Class cards to be used.

articles

For ArtEZ University of the Arts, I've written multiple interview-based articles about their students.

Click on the articles on the right to read.

They're available in both English and Dutch.

ArtEZ

Menu

Q

NL

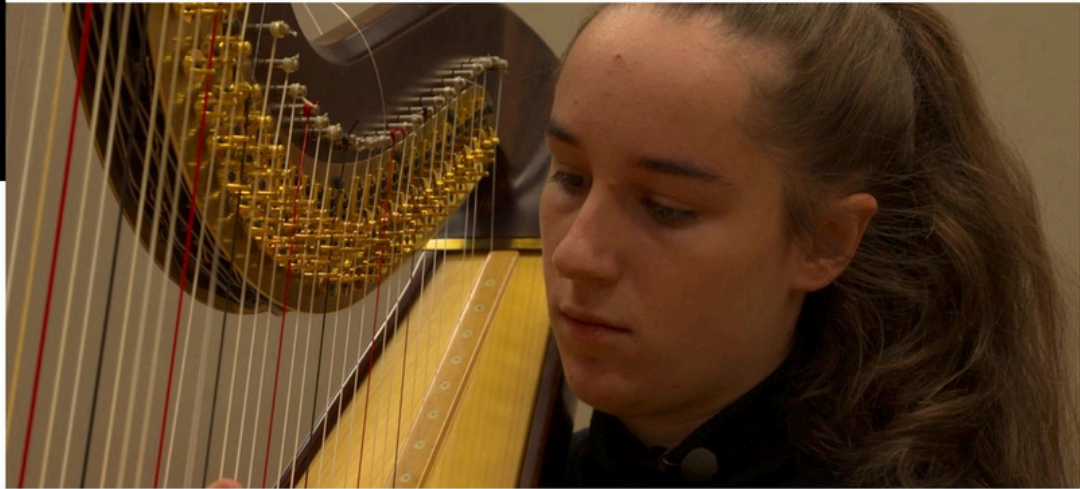
Stories

JUL 8, 2022


Finals Classical Music: Israel and Palestine in harmony

MUSIC

The Israeli-Palestinian conflict is ongoing and focuses on the differences between the two. In contrast, Jareach Gilula's music focuses on their similarities. Jareach has finished the [bachelor's course in Classical Music](#) at the ArtEZ Academy of Music in Zwolle, and in the video below we hear her talk about her finals. She is partly Israeli, and she wants to combine Arabic music with Israeli music. "I expect that people won't really hear a clear difference. They'll just be listening to music. Which is the biggest political statement you can make. Except that it's not uncomfortable to be confronted with," she says.



In the video, we see Jareach creating music with a Palestinian musician. "The conservatoire has given us the chance to have a few sessions with an external coach. I had already stumbled across a couple videos of [Ronnie Malley](#), a Palestinian musician who lives in Chicago. I decided to contact him, and we ended up working together. I think we should aim for collaborations like this one."



Space to show your own personality

She also explains that ArtEZ differs from other conservatories, because you don't merely graduate with a concert where you show all the styles you are capable of performing. There's more to it. She explains: "Students are usually expected to end their bachelor's with a concert where they show every style they can do. So you show that you can do a lot of things. It's quite different within this conservatoire. We're doing two final exams. One where you show everything you can do. And the second one, which is this one, where you get more space to show your own personality and who you really are."

Find your place in the music field

With the bachelor course in Classical Music in Zwolle, you not only master your instrument to the hilt, you also find your own place in the music field. During the first two years, you focus on training your musical and artistic skills. From year three on, you get to tailor your course curriculum in a way that suits your ambitions. You are guided in answering questions regarding to who you are, what it is that makes you special, why you do what you do, and how you can use your musical skills to generate an income. You also work on your presentation and

ArtEZ

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Stories

JUL 12, 2022


Recreating memories to help us heal

FINE ART

Activist. Former refugee. Artist. That's Rojin Tavassoli. She started the course [Fine Art](#) four years ago because she wanted to pursue something that was only for herself. She wanted to understand that part of her that was yet undiscovered. In the video below, she tells us more about her experiences during this course: "My brain is constantly on. I'm constantly thinking and jumping from one topic to another. But when I paint, it stops. I feel zen."



For her finals, Rojin uses architectural objects as metaphors. She explains: "For inspiration, I look at objects like drawers, tables, or closets. They can contain feelings or memories. But they can also be empty. And we can fill them ourselves with our own creations. I find it fascinating that we can recreate our memories. We can take material from the past and create a totally different story. And believe it. I think it can be used as a healing process."



Good experiences at AKI

Rojin chose AKI ArtEZ because she met with a lot of former students in Enschede who spoke highly of the academy. "Everyone I met, had a lot to say about AKI. When I went to visit the academy, I thought it was an inspiring space. The idea of having your own studio was very fascinating. And I learned that there are well-known artists who teach here."


The next step

When Rojin is asked what the next step is after graduation, her answer is: "I want to create or help create a program of some kind that helps people cope with life. That's something important to me."

blogs

For TrustProfile, I've written blogs in English to explain their product as well as highlight the importance of it for e-commerce businesses.

For Easy LMS, I'm still writing multiple SEO blogs a month. We're seeing their impressions increase.



TrustProfileOur solutionCustomer reviewsPlansBlogSupport forumStart now!Login

Negative Reviews Are Opportunities For Your E-commerce Store





You are here: Home / Blog / Negative Reviews Are Opportunities For Your E-commerce Store

BLOG / NEGATIVE REVIEWS

NEGATIVE REVIEWS ARE OPPORTUNITIES FOR YOUR ECOMMERCE STORE

Leverage it and turn it into a positive impact with TrustProfile.

By Ann Eshaw
05/10/2023



You **were hoping** it would never happen, but it just did. Your e-commerce store just got its first online negative review. You're freaking out. What will my potential customers think when they read this? It's never fun to get a negative review about something you've worked hard to create. But at the same time, negative reviews are inevitable. There's not one online store that doesn't have at least one bad review. And guess what? A negative review is an opportunity. You can leverage it and turn it into a positive impact on your e-commerce business. Let's explore **three ways** that help you achieve that.

1. NEGATIVE REVIEWS HELP YOU BUILD TRUST WITH YOUR CUSTOMERS

You read that right. Most consumers look at the reviews first before they decide to buy a product. It helps them determine whether they can trust you. The star rating is the first thing that'll catch their eye. But if you've received a couple of hundred reviews and your star rating is 5/5, it almost looks suspicious. Out of the 597 reviews, no one had any complaints. That can't be right. People love to complain. It almost seems like you're hiding something. Point is that consumers **trust** a transparent brand. A study shows that consumers view businesses that respond to reviews as **1.7 times more trustworthy** than businesses that don't. Being transparent means you show both positive as well as negative reviews. Having zero negative reviews can make it seem like you had something to do with that.

Of course, we're not suggesting going out there and disappointing your customers. But if it happens, a couple of negative reviews certainly won't hurt your business. They will help your e-commerce store. They'll increase the trust of potential customers in your brand. Which then leads to higher conversions. Especially if they see you respond to these negative reviews and acknowledge your customers. But more on that later.

HOW TO LEVERAGE: Show those negative reviews, don't hide them.

2. NEGATIVE REVIEWS HELP YOU CREATE BETTER PRODUCTS

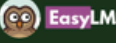
Sometimes those negative reviews will help you identify issues you weren't aware of. This is free feedback that you can use to create even better products. And what better way to communicate that with your customers? Imagine you received a negative review about your product and it's something you can fix. You respond to that negative review, thank your customer for their honesty, tell them that you're taking their feedback into account and that you're in the process of fixing the issue. This might turn a negative review into a positive one. In addition to that, a potential customer who gets to read this will also see that the issue is now fixed.

HOW TO LEVERAGE: Analyze the data and feedback of your negative reviews. Don't ignore them. Use that data to create even better products for your e-commerce.

3. NEGATIVE REVIEWS HELP YOUR CUSTOMERS MAKE BETTER DECISIONS

Customers look at negative reviews to help them decide if a particular product is a right fit for them. Sometimes, even though there's nothing wrong with the product, it just won't satisfy their exact wants or needs. Negative reviews often have information that lets potential customers know if this particular product fits their wants or needs. This means that a couple of negative reviews help customers avoid having to return a product and leave yet another negative review. It's a win-win situation for both of you. And that's what you want to achieve. You don't want to sell to the wrong audience. Cause we all know that there's not one product that's meant to fit everyone's needs.

HOW TO LEVERAGE: Always respond to a negative review. They'll appreciate it if you acknowledge them, and potential customers see you do care. Also, having good customer service might make them come back for a different product.




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Home > Knowledge center > Employee training > Training Needs Assessment: Planning & Analysis (+ Template)

Training Needs Assessment: Planning & Analysis (+ Template)



Imagine rolling out a training program that everyone says is great, but performance doesn't budge. Frustrating, right? That's usually a sign the training didn't actually match what people needed to learn. A training needs assessment (TNA) fixes that. It's a way to spot where skills are missing, where employees or clients are struggling, and how learning can drive real results. In this article, we'll break down what a TNA is, how to do it step by step, give you examples, and share a free template to make the process smoother.

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Sep 1, 2025

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Sep 2, 2025

Reading time
7 Minutes

Written by
Eliz - Product marketer

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[Download your free training needs assessment template \(PDF\)](#)

[How to report training results](#)

[Deliver targeted training for your team or your customers](#)

What is a training needs assessment, and why conduct one?

A training needs assessment is basically your roadmap for smarter training. It's a systematic way to figure out where employees or clients are struggling, what skills they're missing, and what kind of training will make the biggest difference.

Without a TNA, training can become a guessing game. You risk wasting time, money, and effort on courses that don't actually solve your problems.

For trainers, conducting a TNA helps you:

- Align learning with business outcomes.
- Target the most critical skill gaps.
- Improve learner engagement and performance.
- Measure the success of your training programs.

Tip: Tools like **EasyLMS** make this process easier. You can collect data, analyze skill gaps, and generate reports that guide your next steps, all in one centralized platform.

To get a clear picture of training needs, it helps to look at three levels: organizational, task, and individual. Understanding these levels guides the scope and focus of your assessment.



social media


For Plasmacure, we started with a content strategy. We defined who they want to target, which topics make sense to talk about to reach their audience, and which formats we want to use.

Then we started posting. We're seeing an increase in engagement and followers.

Plasmacure
2,151 followers
2mo · 🌐

For 2.5 years, an 86-year-old woman lived with a painful diabetic foot ulcer on her heel. Despite years of treatment, antibiotics, and specialist care, the wound hardly improved. ...more

PLASOMA heals a 2.5-year-old wound by 90% in just 4 weeks · 5 pages



PLASOMA heals a 2.5-year-old wound by 90% in just 4 weeks

A diabetic foot ulcer, repeated antibiotics, and little progress – until cold plasma was added.

PLASOMA
www.plasmacure.nl

4 comments · 9 reposts

Plasmacure
2,151 followers
2mo · 🌐

Most advanced wound treatments happen in hospitals. But the reality is that most of wound care takes place at home, which makes access to advanced treatment critical. That's where cold plasma therapy makes a big ...more

WHAT IF WOUNDS COULD CLOSE 2.5X FASTER?

In a recent RCT, patients with venous leg ulcers were assigned to standard wound care or standard wound care (SWC) plus PLASOMA treatment once or twice weekly. The primary outcome was wound healing within 12 weeks.

HEALING RATES	WOUND AREA REDUCTION
2x/week PLASOMA: 62%	2x/week PLASOMA: 95%
1x/week PLASOMA: 53%	1x/week PLASOMA: 64%
Only standard wound care: 25%	Only standard wound care: 53%

PLASOMA'S BENEFITS AT EVERY LEVEL OF CARE:

- ✓ Shown to close complex wounds as much as **2.5x faster** than SWC
- ✓ Up to **52% workload reduction** for nurses
- ✓ Up to **44% lower healthcare costs** for providers

PLASOMA
www.plasmacure.nl

1 comment · 7 reposts

landing pages

Strong, concise copy for landing pages that convert.

I can write them in Dutch and English.

(Unfortunately, you can't click cause they're offline now.)

PRODUCTEN ▼ MARKTEN ▼ KLANTCASES SUPPORT MEER ▼

NL WEBSHOP




Tot 30% Meer Opbrengsten met Nayax Vending Betaaloplossing

Met de Nayax kaartlezers kies je voor dé cashless betaaloplossing die perfect aansluit op de wensen van moderne consumenten. Met onze plug & play installatie is de implementatie van de Nayax Onyx en de Nayax VPOS Touch binnen één dag volledig voltooid, inclusief configuratie. Dankzij hun compacte ontwerp kunnen ze eenvoudig worden geïnstalleerd op verschillende machines. Bovendien ondersteunen ze diverse vormen van contactloos betalen, voorzien ze in waarschuwingen voor voorraadniveaus en storingsen, en bieden ze een gebruiksvriendelijke interface met intuïtieve bediening en meertalige ondersteuning.

[CONTACTFORMULIER](#) [MEER INFORMATIE →](#)

HOME PRODUCTS ▼ MARKETS ▼ CUSTOMER CASES SUPPORT MORE ▼

NL WEBSHOP



All-in-One RFID Reader for Ricoh Multifunctional Printers

Combine Ricoh Multifunctional Printers with inepro's powerful all-in-one Spider Desktop MFP – an RFID reader known for its high reading speed, short reading distance, and high-security standards. Its sleek design and matching colors create a unified look for printers of all sizes. Beyond aesthetics, this single device supports multiple HF and LF technologies, Bluetooth Low Energy (BLE), and NFC simultaneously. With an easy integration and configuration process, the Spider RFID reader is the flexible, sustainable, and cost-efficient security solution for your business.

[CALL US!](#) [MORE INFORMATION →](#)

PRODUCTEN ▼ MARKTEN ▼ KLANTCASES SUPPORT MEER ▼

NL WEBSHOP



Alles-in-één Betaaloplossing voor Spelattracties & Speelhallen

Verhoog je omzet, verlies minder tijd aan administratieve taken, verhoog de klanttevredenheid en stimuleer klantenbinding in jouw spelattracties en speelhallen. Hoe? Met onze Nayax alles-in- één betaaloplossing. Onze kaartlezers – de Nayax Onyx en Nayax VPOS Touch – hebben een plug & play installatie waardoor ze in slechts één dag volledig geïnstalleerd zijn, inclusief configuratie. Zo kan je meteen aan de slag met het bieden van een ruime keuze aan contactloos betalen, waaronder krediet- en debetkaarten, QR-codes en mobiele apps. Bovendien kan je alles op afstand beheren, van transacties tot eventuele operationele problemen. Maak de overstap naar het ultieme alles-in-één cashless systeem voor spelattracties en speelhallen.

[CONTACTFORMULIER](#) [MEER INFORMATIE →](#)

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NL WEBSHOP



Meer Omzet met Eenvoudig Contactloos Betalen voor Wasserettes

Stap over naar hét cashless betaalsysteem voor wasserettes waarmee je de ervaring van je klanten verbetert en je inkomsten maximaliseert. Met onze Nayax Onyx en Nayax VPOS Touch kaartlezers is de overstap eenvoudig dankzij de plug & play installatie. Je bent binnen één dag operationeel - inclusief configuratie! Deze kaartlezers bieden diverse vormen van contactloos betalen, real-time storingsmeldingen en een meertalige interface voor een gebruiksvriendelijke bediening. Moderniseer je wasserettes met de Nayax alles-in-één oplossing.

[CONTACTFORMULIER](#) [MEER INFORMATIE →](#)



work with me in only 4 simple steps

chat

↳ we start with a chat so I can understand your business, goals, and target audience

contract

↳ I'll send over a contract with a fixed price

strategy

↳ then, I'll start creating a strategy based on your answers and my own research

content

↳ once the content is ready and we've discussed your feedback, it goes live



want to schedule a chat?

Website

www.eshawmarketing.com

LinkedIn

<https://www.linkedin.com/in/aeshaw/>

