

BREAD N' BUTTER — WRITING PORTFOLIO

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A note on this portfolio: I write for creative businesses, performers, artists, and small brands — people whose work deserves copy that actually sounds like them. Everything here is either live work I've written for real clients and projects, or original samples demonstrating range across category and tone.

SECTION 1 — BRAND & WEBSITE COPY

SAMPLE 1.1 — LIVE WORK

Client/Project: Bread n' Butter — House of Beurre

URL: houseofbeurre.com/bread-n-butter-marketing

Category: Service page / brand copy

Bread n' Butter is the creative branding and marketing studio of House of Beurre, built specifically for artists, performers, and small businesses in Albuquerque.

We specialize in practical, Canva-based brand systems, content planning, and marketing clarity designed for creative minds. From cohesive visual identity to done-with-you templates and sustainable social strategies, Bread n' Butter helps you show up consistently — without burning out or sounding like a corporation.

No jargon. No shame. Just warm, strategic guidance that turns your ideas into a clear, confident brand presence.

Because visibility should feel doable — and your art deserves to be seen.

[Service descriptions, excerpts:]

Canva Design — Starting at \$50/project

Posters, flyers, event promos, social graphics, price lists — clean, on-brand, and made to spread. Perfect for shows, markets, launches, and anything that needs to look good without taking three business days off your life.

Branding & Brand Creation — Starting at \$250 (refresh) or \$500 (full build)

This is our specialty — and honestly, our favorite thing to make. From color palettes to Canva templates to a full brand guide, we build visual systems that feel like you, work across platforms, and don't require a design degree to maintain. If you want to look as good as your work actually is, you're in the right place.

SAMPLE 1.2 — ORIGINAL SAMPLE

Client type: Handmade jewelry maker, ABQ-based

Category: About page / brand copy

Tone: Warm, artisan, personal

Everything starts with the material.

A piece of beach glass. A vintage button pulled from a thrift store bin. A stone that caught light in a way you couldn't walk past. That's where [BRAND NAME] begins — not with a trend, not with a catalog, but with something that wanted to become something else.

[Owner name] has been making wearable art in Albuquerque since [year], working primarily in [materials]. Each piece is one-of-a-kind or made in small batches, and once it's gone, it's gone.

You can find [BRAND NAME] at local markets and online — but the best pieces tend to disappear fast. If something catches your eye, trust that instinct.

[Shop now / Find us at our next market →]

SAMPLE 1.3 — ORIGINAL SAMPLE

Client type: Independent tattoo artist

Category: Services / booking page copy

Tone: Confident, direct, warm

This is permanent. That's the point.

[Artist name] takes a limited number of custom appointments each month — because good tattoos take time, and rushed work isn't something either of us wants to live with.

Custom pieces start at \$[X]. Flash is available on a first-come, first-served basis at [market/event/studio].

What to expect: a consultation (in person or by DM), a sketch round, and a clear timeline before anything touches skin. What not to expect: rush jobs, copy-paste designs, or anything that compromises the work.

Ready to start? Fill out the booking form below. [Artist name] gets back to all inquiries within [X] business days.

[Book a consultation →]

SECTION 2 — SOCIAL MEDIA CAPTIONS

SAMPLE 2.1 — LIVE WORK

Account: @beurreamie (Juni Beurre Amie)

Category: Content series launch / persona work

Tone: Warm, reflective, camp-edged, intentional

Welcome to The Butter Dish.

We're starting with persona because everything else sits on top of it.

It's how you show up. How you hold space. How the room responds.

Low heat. Sharp pause. Extra butter.

This is some of my persona word association. It helps me know who I am as "Juni." Some of this is from me, some of this is from others. Ask who people see you as.

Bubble of joy, BUTTER, sexy diva sprinkles, bad bitch energy, quirky, charismatic, passionate, opinionated, bright colors, Vengaboys, color in a black and white universe, camp, fae queen, Liza

📁 How do others see you? 📁 How do you see yourself? 📁 How different are those answers?

SAMPLE 2.2 — LIVE WORK

Account: @beurreamie (Juni Beurre Amie)

Category: Performer availability / booking call-out

Tone: Playful, direct, confident, self-aware

Plot twist: entrepreneurship is a scheduling kink.

Building the House of Beurre means I run my own calendar — which means I finally have the availability to say yes to more stages. And I am saying YES.

Looking for: 🎤 Emcee gigs 🎭 Burlesque bookings 👑 Drag (queen, king, thing, whatever you need) 🚶 Go-go spots 🎙 Podcast / speaking invites

Local ABQ (weekdays! school nights! I'm serious!) Travel up to ~8 hours from Albuquerque

Drop into my DMs or find me at houseofbeurre.com/juni-beurre-amie — it's in my links 😊

I come with my own butter.

SAMPLE 2.3 — LIVE WORK

Account: @beurreamie (Juni Beurre Amie)

Category: Behind-the-scenes / performance tease

Tone: Dry, playful, self-deprecating warmth

This weird girl is what lives in your fridge.

I had a fabulous time in Tucson with @entice.burlesque

I'm gonna tease out these photos for this month of holiday leftovers. 🤪

📷 By @dionysium.photo

SAMPLE 2.4 — LIVE WORK

Account: @houseofbeurre (House of Beurre)

Category: Vendor debut announcement

Tone: Warm, punny, community-rooted, hype-building

Something handmade is coming out of the house.

Beurre-fection Arts is vending for the first time — April 12 at Slippin' Into Spring, The Painted Lady, ABQ. Booth shared with @artofconfusean, which means you already know the table is going to be a situation.

Handmade fidgets. Upcycled wearables. Things that'll make you go "what is that" and then immediately not put it down.

Doors at 11 AM. Come find us.

#BeurrefectionArts #HandmadeABQ #AlbuquerqueMarket #FreudianSlips #SlippinIntoSpring

SAMPLE 2.5 — ORIGINAL SAMPLE

Client type: Local bakery, woman-owned, ABQ

Category: Instagram captions — 3 variations, same week

Tone: Warm, sensory, community-rooted

[MONDAY — product post]

The sourdough is out and it will not last until noon. We're just being honest with you.

Stop in before 12 or follow us on stories — we post when the last loaf is heading to the door. You'll want to know.

Open 7am–2pm, Tuesday through Sunday.

[Address] | Order online: [link in bio]

**#AlbuquerqueBakery #SourdoughABQ #LocalBread #MadeWithLove
#BurqueBusiness**

[WEDNESDAY — behind the scenes]

4:47am. The mixer is already going.

This is the part nobody sees — the part before the pretty photos and the sold-out signs. It's also, honestly, our favorite part. Something about a kitchen that's just flour and quiet and the sound of something becoming.

See you when we open. 7am.

**#BakeryLife #BehindTheBakes #AlbuquerqueFood #SmallBusiness
#BurqueEats**

[FRIDAY — community/engagement]

We've been at this corner for [X] years, and we still get a little verklempt when someone brings their kid in for the first time — the same kid who used to come in as a baby.

Who introduced you to us? Tag them. We want to say thank you.

**#ABQEats #AlbuquerqueBakery #CommunityBusiness #Regulars
#BurqueFood**

SAMPLE 2.3 — ORIGINAL SAMPLE

Client type: Independent yoga studio, Albuquerque

Category: Instagram captions (2 variations)

Tone: Grounded, inviting, not spiritual-jargon-heavy

[CLASS PROMO]

New to yoga or coming back after a long time away — this class was built for you.

[Class name] meets [day/time] and moves at a pace that lets you actually breathe. No expectations, no comparison, no pretending you know what the teacher means by "root down."

First class is \$[X] or free with a new student intro pack.

Link in bio to reserve your spot.

**#AlbuquerqueYoga #BeginnerYoga #ABQWellness #YogaABQ
#BurqueYoga**

[COMMUNITY POST]

Showing up on the hard days is the practice.

Not the days when you feel good and flexible and like you actually belong in a yoga class. The days when you're tired and your back is tight and you almost talked yourself out of it in the parking lot.

Those are the reps that count.

See you on the mat. [Studio name] — [address / link in bio]

**#YogaCommunity #AlbuquerqueWellness #MindfulMovement
#ABQYoga #SmallStudioBigHeart**

SECTION 3 — EVENT & SHOW PROMOTIONAL COPY

SAMPLE 3.1 — LIVE WORK

Client/Project: The Freudian Slips Experience

Event: Slippin' Into Spring — April 12, 2026

Category: Show promo — Meta ad copy + Instagram caption

Tone: Theatrical, warm, slightly Freudian-punny

[PRIMARY AD COPY — META]

Spring has a lot of feelings. So do we.

The Freudian Slips Experience presents Slippin' Into Spring — a luncheon of burlesque, variety, and the kind of performance that makes you forget that tomorrow is Monday.

Saturday, April 12 | The Painted Lady Bed & Brew, Albuquerque

Doors 7pm | Show 8pm | 21+ | Tickets at [link]

Albuquerque's premier burlesque & variety showcase returns with a full roster of local performers, live acts, and more skin than your therapist recommended.

Get your tickets before they're gone. Your id will thank you.

[GET TICKETS →]

[INSTAGRAM CAPTION — COUNTDOWN POST]

One week.

One week until sequins, satire, and some very intentional wardrobe malfunctions. One week until you're sitting in a gorgeous historic venue watching your neighbors do things you did not expect them to be able to do.

Slippin' Into Spring. April 12. The Painted Lady.

Tickets in bio — and yes, they're going.

@freudianslipsabq

#AlbuquerquesBurlesque #FreudianSlipsABQ #BurlesqueABQ

#SlippinIntoSpring #ABQEvents

SAMPLE 3.2 — LIVE WORK

Client/Project: The Freudian Slips Experience

Account: @freudianslipsabq

Category: Community announcement / cast change

Tone: Honest, warm, bittersweet-to-hopeful

We're starting off the year with a bit of sad news.....@mimi_mimosa_burlesque and @violett femme are off to new adventures and leaving The Slips. 🥹💔

Mimi was the original Slip with @junibutterami

They wanted to bring high concept Ecadysist arts to NM and brought on Violet to help create curated shows at unusual venues. When @ritasmut joined the group felt complete.

Mimi off on new family adventures with her husband and will be too busy starting her career to produce.

Violett is using her arts curation magic on her career and needs a break from pressures of production.

We wish them both well on their new adventures and hope to see them, or have them in, shows to come! ❤️💙💚💛💜🧡💖💙💜💔

The good news is.....we have a new team, and a few oldies, for new Slips Experiences this year!!!!
Keep your 👁️ peeped here to see the new lineup.

SAMPLE 3.3 — ORIGINAL SAMPLE

Client type: Local drag show, monthly recurring event

Category: Event announcement caption + flyer copy

Tone: Bold, celebratory, community-forward

[INSTAGRAM CAPTION]

It's that time again.

[Show name] is back at [venue] on [date] and this month's lineup is genuinely unhinged in the best possible way. We've got [number] performers, one very chaotic host, and absolutely no chill.

Doors at [time]. Show at [time]. [Price or free / tip-based].

21+. First come, first seated.

Tag someone who needs this.

@[venue handle] | #[ShowHashtag] #ABQDrag #DragABQ

#AlbuquerqueNightlife #BurqueEvents

[FLYER HEADLINE + BODY COPY]

[SHOW NAME]

LIVE DRAG AT [VENUE]

[DATE] | Doors [TIME] | Show [TIME]

[Price] | 21+ | [Address]

[Number] performers. One night. Zero apologies.

Hosted by [Host name].

Featuring: [Performer 1] · [Performer 2] · [Performer 3]
and more.

Tickets / more info: [link or "free, no tickets needed"]

SECTION 4 — EMAIL MARKETING COPY

SAMPLE 4.1 — LIVE WORK

Client/Project: The Freudian Slips Experience

Category: Monthly newsletter (Kit / ConvertKit)

Tone: Warm, insider, lightly Freudian

Subject line: The slip is showing (and that's the point) ✨

Preview text: What's coming up, what's behind the scenes, and why your subconscious already bought tickets.

Hey [first name],

Spring is doing its thing, and so are we.

[WHAT'S HAPPENING]

Slippin' Into Spring is [X] days away and the lineup is locked, the venue is gorgeous, and exactly [X] tickets remain as of this email. If you've been on the fence, this is your nudge from the universe (or at least from us).

[DATE] | The Painted Lady Bed & Brew | Doors 7pm | Show 8pm

[Get your tickets here →]

[BEHIND THE SCENES]

This month, [performer name] has been rehearsing something that made the whole production team stop what they were doing and just watch. We can't tell you what it is. We can tell you you'll want to see it live.

[ONE THING WE LOVE THIS MONTH]

[Short, personal recommendation — a local business, a song, a thing worth knowing about. Keep it genuine and brief.]

We're grateful you're on this list. See you soon.

— The Freudian Slips team

@freudianslipsabq | freudianslipsabq.com

P.S. If you've been meaning to bring a friend, now is the time. Forward this email. We'll make it worth their while.

SAMPLE 4.2 — ORIGINAL SAMPLE

Client type: Independent clothing boutique, ABQ

Category: New arrival announcement email

Tone: Stylish, direct, not try-hard

Subject line: New in. Worth it.

Preview text: The pieces we've been sitting on finally dropped — and a few of them won't last the week.

[First name],

The new arrivals are live and we're not going to oversell them — you'll either feel it when you see it or you won't.

What's new this week:

→ [Item/collection 1] — [one-line description]

→ [Item/collection 2] — [one-line description]

→ [Item/collection 3] — [one-line description]

[Shop new arrivals →]

A heads up: the [specific item] already has people asking about it in-store and there are only [X] left. Just saying.

See you soon —

[Brand name]

[Address] | Open [hours] | [link]

SAMPLE 4.3 — ORIGINAL SAMPLE

Client type: Freelance photographer, portrait/event work

Category: Re-engagement / "I'm back" email

Tone: Personal, honest, low-pressure

Subject line: I went quiet. Here's why (and what's next).

Preview text: A real update, no fluff, and yes — I'm booking again.

Hey [first name],

I owe you an honest email.

The last [X months] got complicated. [Brief, genuine explanation — health, a big life change, creative burnout, whatever is true.] I didn't want to keep sending newsletters that were just noise while I was working through it.

But I'm back. Shooting again. Booking [season] sessions now.

Here's what I'm offering this season:

→ [Session type 1] — [brief description + price or "starting at \$X"]

→ [Session type 2] — [brief description + price]

If you've been thinking about getting photos done — family, headshots, a milestone — I'd love it to be with me.

[Book a session →] or just reply to this email and we'll figure it out together.

Thank you for still being here.

[Name]

[Website / portfolio link]

SECTION 5 — AD COPY

SAMPLE 5.1 — LIVE WORK

Client/Project: The Freudian Slips Experience

Platform: Meta (Facebook + Instagram)

Campaign: Slippin' Into Spring ticket sales

Budget: \$50 | Objective: Event awareness + ticket clicks

[PRIMARY AD — Hook: venue history]

The Painted Lady Bed & Brew has been one of Albuquerque's most beloved historic spaces for years.

On April 12, it's hosting something it's never hosted before.

The Freudian Slips Experience presents Slippin' Into Spring — a full evening of burlesque, variety performance, and live entertainment from Albuquerque's premier showcase collective.

Doors 7pm | Show 8pm | 21+

Tickets: [link]

This is a seated show in an intimate venue. Capacity is limited. Get your tickets now.

[GET TICKETS →]

[BACKUP AD — Hook: direct/bold]

Burlesque. Live performance. A historic Albuquerque venue.
One night only.

The Freudian Slips Experience: Slippin' Into Spring
April 12 | The Painted Lady Bed & Brew
Doors 7pm | 21+ | Limited seating

Albuquerque's premier burlesque & variety showcase.
Don't miss it.

[GET TICKETS →]

SAMPLE 5.2 — ORIGINAL SAMPLE

Client type: Local escape room business

Platform: Meta (Facebook + Instagram)

Objective: Weekend bookings

Tone: Playful, slightly ominous, urgency-driven

[AD COPY A — Social proof hook]

Over [X] groups have walked into [Escape Room Name].

Not all of them made it out in time.

[Escape room name] — [City]'s most talked-about escape
experience. [Number] rooms. [Time limit] minutes.

Groups of [X–X].

Book your room this weekend before someone else does.

[BOOK NOW →]

[AD COPY B — Occasion hook]

Date night. Team outing. Birthday party that people will actually remember.

[Escape Room Name] has [X] rooms designed to make you work together — or find out, once and for all, who cracks under pressure.

[City] | [Price range] per group | Book online in 2 minutes.

[BOOK YOUR ROOM →]

SAMPLE 5.3 — ORIGINAL SAMPLE

Client type: Bread n' Butter (self-promotion)

Platform: Instagram

Objective: Canva brand kit inquiries

Tone: Direct, warm, specific

[AD COPY]

Your brand should look as good as your work.

If you're a performer, artist, or small creative business using mismatched fonts, random colors, and graphics that almost-but-don't-quite feel like you — this is for you.

Bread n' Butter builds Canva brand kits designed specifically for creative businesses. Color palette. Font system. Logo variations. Templates you can actually use yourself.

Full brand kit starting at \$350.

Free 20-minute consult to get started.

[houseofbeurre.com/connect →]

#CanvaBranding #SmallBusinessMarketing #AlbuquerqueCreative
#BrandDesign #ABQBusiness

ABOUT THE WRITER

Juni Beurre Amie is the founder of House of Beurre LLC and the creative director of Bread n' Butter, a branding and marketing studio for artists, performers, and small creative businesses in Albuquerque, NM.

Juni has written promotional copy, social media content, email campaigns, and brand voice guides for creative businesses, performing arts collectives, and independent artists. As the founding producer of The Freudian Slips Experience — one of Albuquerque's longest-running burlesque showcases — and an independent performance artist, fae has over 8 years of hands-on experience writing copy that sells tickets, builds audiences, and makes people feel something.

Certifications: Google Analytics (Skillshop) | HubSpot Email Marketing | HubSpot Marketing | Google Ads Search | UNM Digital Marketing Science

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END OF PORTFOLIO
