

Getting your message right. And getting your message across.

When you speak to your customers, prospects, investors, competitors or employees, you need to deliver clear, precise messages with impact and empathy.

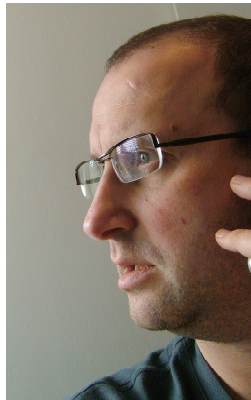
That's what I do at freelancecopywriter.co.uk.

I help businesses get their messages right. And get their messages across.

When you hire me you benefit from 25 years of copywriting 'know-how', which includes 18 years spent as a writer and creative director at some of the UK's top marketing services companies.

My name's **Laurence Blume**.

I'd be pleased to talk to you about your project.



Laurence

You're not too small. And not too big.

I work with a large number of small businesses (including many one-man, 'entrepreneur' enterprises), and have a thorough appreciation of the dynamics which influence their success.

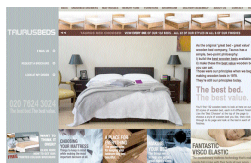


Equally, I work with many large companies, and understand both their common concerns, and the internal processes to be negotiated to progress any kind of communications piece to fruition.



What do I know about your business?

You might wonder how effectively I will be able to communicate on behalf of your business when I don't have the intimate knowledge of it that you yourself hold.



The answer is that truly specialist knowledge is very rarely called for. My expertise is in communicating your message; the technical knowledge and information I need will come from you in the source material you provide.



You may rest assured that I will understand your objectives, your situation and your industry sector from the beginning.

Eliminating your risk.

I meet with the deadlines and demands of some of the world's leading companies. You can count on the same level of professional delivery and accountability you'd expect from any reputable consulting firm.



You'll find over 100 examples of my work on my website at www.freelancecopywriter.co.uk

You can email me to laurence@freelancecopywriter.co.uk or call me on **07931 346398**

20 Companies You've Heard Of That I've Written For.

The IoD	Vision Express
Marks and Spencer	Wellcome
KPMG	Channel 4
Norwich Union	Orange
JVC	Wickes
The Guardian	Atisreal
The BBC	Habitat
The COI	Jeep
Unilever	Credit Agricole
Norwich Union	Cable & Wireless

What do I write?

I write for all media and for all digital platforms and have worked on copywriting projects with client companies in every key market sector.

Web content

website content • SEO website content • web banners and towers • video web content treatments and scripts • e-com catalogue product meta-data

Sales letters and email marketing

print sales letters • web sales letters and landing pages • email sales letters • autoresponder sequences • DM mail packs • email newsletters and bulletins

Brochures, leaflets and other print materials

corporate brochures /leaflets • sales brochures/leaflets • newsletters • magazine and newspaper advertisements • press releases • articles • e-brochures

Video

corporate video treatments and scripts • TV commercial concepts and scripts • training film treatments and scripts • conference-insert video concepts and scripts

Audio

podcast scripts • radio commercial scripts • conference continuity scripts • radio PR scripts