Getting your message right.  
And getting your message across.  
My work as a Freelance Copywriter.

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 more than three decades’ of copywriting ‘know-how’. This includes 18 years spent as a writer and creative director at some of the UK’s top advertising and marketing services agencies.

My name’s Laurence Blume.

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

Laurence Blume

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. If you assign a project to me, you can count on the same level of professional delivery and accountability that you’d expect from any reputable consulting firm.

Examples of my work at: www.freelancecopywriter.co.uk
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