

One page. My work as a Financial & Financial Services Copywriter.

My name's Laurence Blume. I'm a professional marketing copywriter who has been writing marketing communications for well over 3 decades. I worked as a writer and Creative Director in major advertising agencies for 18 years before going into business as a freelance copywriter.

Throughout all of this time, I have written for companies across the financial services spectrum.

This work has included everything from major television brand campaigns, through to highly detailed and financially complex web content, blog posts and marketing emails.

I work directly with Marketing Directors and senior executives in larger companies, and owners, CEO's and senior executives in SMEs.

I'd be pleased to discuss your project with you.

Laurence Blume

Experience with Financial Services companies large and small.

- I've written for smaller financial services businesses in sectors including fund management, pensions, investments, insurance and mortgage broking, corporate finance and tax advisory.
- I've worked with large financial services companies in the areas of investment and retail banking, insurance, mortgage lending, foreign exchange trading, equities, pensions and investments.

What do I know about your business?

- Not nearly as much as you do. But you can rest assured that I will understand your context, objectives and compliance environment from the beginning.
- The accumulated knowledge and experience of many years of writing about financial services gives me with a solid finserv grounding.
- Most importantly, I will have the technical knowledge and detail which you will provide to me in your brief, and have the experience to understand this and to ask for clarification should I require it.

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 financial services work at: freelancecopywriter.co.uk/sample-cat/financial-copywriting/

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freelance
copywriter
.co.uk

freelancecopywriter.co.uk
FINANCIAL SERVICES

10 Leading Financial Services Companies I've Written For

Allianz

Goldman Sachs

KPMG

Lyxor Asset Management

Aviva

Credit Agricole

Citibank

Calyon Credit Agricole

Harrods Bank

Wesleyan

What do I write?

I write, with expertise and experience, for all media and for all digital platforms.

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 • web video treatments and scripts • conference-insert video concepts and scripts

Audio

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



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