

## Can Writers help with your copywriting?

Imagine an experienced, versatile copywriter. Now imagine six copywriters working together in one organisation. So there is always a writer available and you can use the one most suited to your project, or even ask for a team of copywriters. That's what Writers offers. And because we're all individual copywriters, you'll find hiring one of us is much the same price as hiring an individual freelance copywriter.

Writers can help you with any of the following..

### **Copywriting on tap - turn on, turn off as you need it**

We're ready to work when you need us, even if it's a last-minute request. And if you've booked us to start work but there's an unexpected delay, it's no problem. That's the flexibility of having a group of copywriters. Or if you simply need a headline checked or a paragraph edited, we can do that. Just as we can act as cover or additional help for your usual copywriting resource.

### **Copywriting advice and expertise on hand, whatever size of project**

We've plenty of experience you can call on, even before there's any writing to do. If you want to discuss concepts or the structure of a piece, we can help. Or you may want an experienced viewpoint on a difficult copywriting issue, or perhaps a tactful appraisal of some supplied copy? We've also got plenty of experience in building and managing teams of copywriters to cope with large or urgent projects.

### **Creating a tone of voice and copywriting guidelines**

This is often a crucial part of any branding or internal communications project, and we have helped many major organisations develop a tone of voice to suit their brand or campaign personality. Of course we can then create copywriting guidelines, apply the tone of voice itself, and run workshops.

### **Helping you with new business proposals**

Some sample copy supported by a rationale, or some well-crafted headlines, can add weight to a creative pitch, as can an alternative perspective to your own concept work. We're always happy to discuss the options. And we're happy to become part of your team - instantly adding copywriting capacity and capability when a new proposal requires.

### **Improving your own copywriting skills**

If you need to write regularly at work and you'd like to improve your copywriting, our 'on the job' coaching sessions can also help. Send us your draft copy as it suits you, and we'll provide tailored feedback, along with regular tip sheets on topics such as creating headlines, telling a story, writing in plain English, or turning features into benefits. Applying new skills to real-life work examples is a great way to learn, and you'll be amazed by the results.

Every copywriting task is different. The best way to find out how we can help you is to have a chat. Just call or email us and we can discuss your project.

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