

## How can Writers help you?

Imagine an experienced, versatile copywriter. Now imagine six of them 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 writers. 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 writer.

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 writers. 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 writing resource.

### **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 writers to cope with large or urgent projects.

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

This is often a crucial part of any branding or internal communications project, and we have helped many major organisations develop a tone to suit their brand or campaign personality. Of course we can then create guidelines, apply the language 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 writing capacity and capability when a new proposal requires.

### **Improving your own writing skills**

One of our short writing courses could help your staff focus on clear communication, or learn about creative copy or tone of voice. Or perhaps you need something more specific, such as how to take and give a copy brief – we can tailor a course to your needs.

Every writing task is different. The best way to find out how we can help you is to have a chat. Just call or email the contact details above and we can discuss your project.