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pictures show ~ copywriting sells



who am I? why choose me?

a profile of a copywriter

and words





so who am I ?

I trained in major London advertising agencies and became Creative Director. It was my responsibility for working with copywriters, designers, TV producers and photographers to produce advertising material for clients. The buck stopped with me!

I spent years with both consumer and industrial specialist agencies. During this time I launched and re-launched many brands but some well-known ones are:

- Lego
- Playtex Bras
- Plessey Electronics
- Lotus Shoes
- K Shoes
- Johnny Walker Whisky
- Kodak
- Macleans Toothpaste
- Bernard Matthews
- Guinness
- Shell Mex
- Lloyds Bank

I have now worked in the West Country since 1977. For over 30 years I have provided advertising and marketing services to all sizes of business. Some famous names are Dartington, Westcountry TV (launch), and Honnor Marine.

However the range of products I have promoted is vast – food, health, marine, engineering, giftware, hotels, restaurants, tourism, banks, accountants, electrical lighting, marinas, insurance, dental...

As you can see, I have knowledge of many industries, professions and products.

copywriting

so why choose me ?

I am a **professional freelance copywriter** able to interpret your product market skilfully to increase your business.

I look at your business from the outside.

I research all my clients and their products carefully before putting pen to paper.



I produce my work on time and on cost. My clients are often amazed at the increase in business I create. Just recently I increased a local company profit by 10 times over their previous year. Another client has seen his turnover increase by 600%. From the outset you will know the cost and time-frame.

If you have an existing designer or web site developer then I work alongside them. I add value to all forms of advertising. I can suggest a selection of creative professional designers or web companies if required.

It is the perfect partnership – you have room to drive the business, I drive the promotional publicity, jointly that creates the boost to your business.

You probably have projects now that could immediately strengthen customer connections, seize market opportunities and advance your business.

Act now - today and let me produce proposals

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writing words
bringing business