

October 2019

Black and White, and read all over ...

I've been writing, editing and proofing copy for over 20 years – everything from short, sharp e-shots to wordy websites – for pretty much every sector under the sun.

For example. An online advertising campaign for Middlesex University. Direct marketing packs for World Wildlife Foundation, RNIB, Macmillan and other charities. Web pages for Thomson Reuters. A strategic business report for Wessex Water. A funky little calendar for the Bespoke Hotel group.

And when I put in good words for my clients, they put in a good word for me too.

"Thanks Giles. It definitely works for me. Thank you for bringing your great idea to life." *Helen Halahan, Innovation and Strategy Planner, Woods Valldata.*

Saria Khalifa, Rosa: "Giles was brilliantly meticulous, turned documents around in record time and was fantastically accommodating. He really worked hard with me to ensure the Best Practice Guide had a consistency of messaging."

"I am the lucky recipient of Middleton Advisors' magnificent new brochure. The copy is modestly and calmly written, yet with a convincing and persuasive tone. I used to work in advertising on the Rolex international account - and so I know a bit about the creation of impressive literature." *Client of my client.*

Hang on a minute.

There are more examples of clients and work at gileswhite.co.uk – but don't go there just yet, I haven't finished. I know lots of you out there are using young copywriters with nice, low day rates. Or even that exec in marketing who reckons he can write.

But, as I like to say, "It didn't take me six hours to write that copy. It took me 20 years and six hours". That depth of experience enables me to get tone of voice spot on. Guarantees every word, comma and hyphen has a purpose. Means I know how to work with clients and creatives. Ultimately, it ensures that I'll cost you less and earn you more.

So if you need some words written, edited or proofed – give me a call on 07775 686 919 or email giles@gileswhite.co.uk

Giles White, copywriter

Commented [GW1]: A little alliteration works wonders

Commented [GW2]: Mix up your sentence length. Especially – precede a long one with a punchy one.

Commented [GW3]: Keep paragraphs short. It's easy on the eye, easy on the reader who is trying to assimilate information quickly.

Commented [GW4]: Under no circumstances give in to the temptation to insert an exclamation mark here!

Commented [GW5]: In almost all communications, it's good to use contractions such as don't, haven't. When you're selling to people they don't read word by word, they scan. Contractions make copy easier to scan.

Commented [GW6]: Despite what English teachers were saying in the 70s, you can start a sentence with 'but'. And 'and'.

Commented [GW7]: If I was selling a younger brand than myself, I might have said 'on point'. But I'm not. So I didn't.

Commented [GW8]: Don't forget your CTA

Commented [GW9]: Phone numbers don't, conventionally, have a space in the middle. But it makes it easier for you to read, and therefore, call. Small typographical details are all part of readability, and a good copywriter will help your graphic designer out by presenting text exactly as it's meant to be laid out.