

Resource Library: Insight

The 3 key reasons to work with a professional copywriter

Rubbish at writing?

Just no **TIME** to write?!

No idea **WHAT** to Write?



Why choose to work with a professional copywriter?

Even if you feel that you're a decent writer yourself, there are times when bringing in a professional makes great business sense...

Alongside founding Copy Café to help people to develop better business writing, I run my specialist copywriting, brand language and creative communications company, The Jarrah Consultancy.

I've been a professional business writer for more than 20 years, working with creative agencies of all types and sizes as well as direct clients ranging from SMEs to PLCs. I think and write for clients in a wide variety of sectors – both B2B and B2C, at home and abroad. My work spans everything from naming projects and creative concepts to brochures, direct mail, websites, emails and global marketing campaigns.

It pays to bring in the right expert for every job

My clients are smart people. Most of them are perfectly capable of stringing together a decent sentence or two. But they choose to work with me for their business writing requirements. Why? Because of 3 key reasons...

The following page contains the rationale that I supply to any new prospect who's not yet fully convinced of the benefits of working with a professional copywriter.

There's the short version (if you're tight on time) or the longer reasoning (if you're interested) – take your pick...



hello@copycafe.co.uk





Rubbish at writing?
Just no TIME to write?!
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③ Discover the key reasons to work with a professional copywriter

>>> Get all the justification you need to make an informed decision!

Want the short version? No problem, here you go:

- ① Save time, effort and money
- ② Create real impact
- ③ Benefit from expert insight

Right, what else do you need to know?

Of course! How to actually find a good professional copywriter...

Well, that's easy: simply pick up your phone, call **0333 444 0864** or **07979 901 901** and have a chat with the friendly person who answers! 😊

Or you can get in touch by email if you prefer: hello@jarrah.uk.com

Interested in the rationale behind it all? Just read on...

1. Save time, effort and money

As well as having a great way with words (and often being disarmingly friendly!), you'll find that a good professional copywriter is both efficient and cost-effective.

Over the course of many years, they'll have written thousands of pieces of copy of all lengths, across all media and on pretty much any subject under the sun. As a result, the whole process has become highly streamlined and reliable – saving you considerable amounts of time and effort, and money too.

Not everyone can write. Others simply don't have the time. Ask for professional help with your copywriting requirements and you can say goodbye to a whole load of stress.

You'll no longer have to spend time cajoling yourself or a colleague into trying to write the copy in-house. You won't have to sit for hours staring at a frustratingly blank screen, or scribbling and re-hashing the same opening sentence over and over again on an increasingly abused-looking piece of paper. Instead, you can use that time to focus on what you do best. Sit back, relax, make progress elsewhere... And know that everything that you need will be delivered as promised – on brief, on budget and before deadline. Sorted.

This degree of assured quality, of course, doesn't come cheap. But you'll soon discover that working with a professional copywriter is a smart investment in your business – one that's likely to pay off in no time at all.

2. Create real impact

Professional copywriters are experts in crafting powerful and compelling copy. Strong writing that helps your business stand out and delivers real benefit – for you and your customers/clients.

Most people can write a few words for a brochure, mailer or website if they need to; string a few sentences together in a reasonably flowing way, even. But there are far fewer individuals who really know what they're doing with their words; who can choose and use language in such a way as to effectively entice and persuade, encourage and reassure, excite and motivate... Expert wordsmiths like this are invaluable when it comes to helping you launch, build and grow your business.

If you want impact, you need a professional. An experienced brand language specialist will quickly – and seemingly effortlessly – get under the skin of your business and be able to offer all the advice and guidance you need to create, and benefit from, successful communications.

No two businesses are ever quite the same. But you'd be surprised by how a good copywriter can combine perceptive understanding of your requirements and challenges with past experiences in other sectors and with other clients to provide highly relevant insights that prove useful to your operations too. Effective, interesting, engaging, maybe even eye-opening ideas and solutions – the sort of real impact that helps you to offer more, sell more and generally do business better...

3. Benefit from expert insight

A good copywriter will be able to offer far more than just a few carefully chosen and well-written words on a page.

Their strategic thinking is usually as powerful and as valuable as their writing. Because that's the key to success – the latter is really just the tip of the iceberg. This kind of intelligence is innate, and it can make all the difference.

What's more, work with a freelancer, and you can have all this expert insight on tap whenever you need it – and only when you need it.

A professional copywriter will bring a huge breadth of experience and strategic input to the table. They'll combine creative ability with commercial acumen and a healthy dose of curiosity to keenly interrogate your brief and hone in on specific aspects of what you do (or don't do) and how you do it that will really resonate with your target audiences. If they don't ask lots of questions, you're in trouble...

Agencies – whether they're advertising, design or digital in nature – can benefit from having instant access to a tried-and-trusted senior copywriter, who will quickly and efficiently impress, without the burden of the associated overheads of employing another staff member.

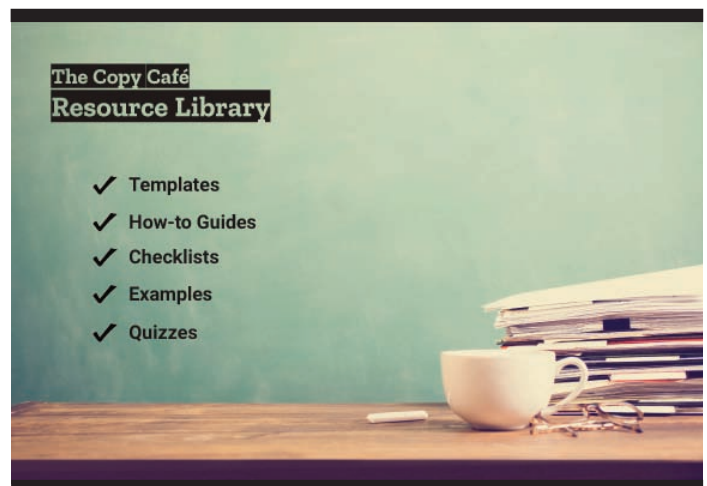
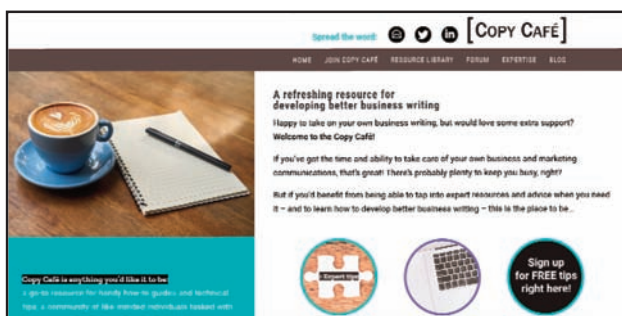
Direct clients benefit from being able to call upon the services of an expert wordsmith who has the adaptability and experience to step up, whenever needed, to help them build their business in an effective and cost-efficient way.

Already a Copy Café member?

Thank you for being part of the Copy Café community! I hope you found this resource useful and that you're enjoying the benefits of your monthly membership.

If you have any queries, please feel free to email Kyla at hello@copycafe.co.uk

I'd also love to hear from you if you have any suggestions or requests for future Resource Library content...



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If you're not yet a member of Copy Café, you're missing out!

Join today – for a fraction of the cost of your regular coffee shop habit – to gain instant access to a range of valuable resources and expert business writing advice.

Take a look around now at www.copycafe.co.uk and discover the benefits of better business writing. Then give it a try for a month! It's incredibly cost-effective, there's no contract and you can cancel your membership at any time.

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