

Creative. Storyteller. Writer. Tale Spinner.
Emotion Wrangler. Salesman. Craftsman.
Strategist. Journalist. Blogger. Marketer.
Convincer. Persuader. Tone of Voice Lover.
Idea Generator. Lead Converter. Headline
Hunter. **Stephen Marsh. Copywriter.**
Content Creator. Action Caller. Objection
Handler. Elevator Pitcher. Thinker. Doer.



You care about
your business.
Me too.

I'm an experienced freelance copywriter but, come on, who cares about me?

It's not that important whether I prefer cats or dogs, or what my favourite pizza topping is.

No, you care about you. Getting creative copy that comes in when you need it. Having someone who's there to support what you do and put the right words together.

And it just so happens I can help with that.

Here are
some people
who needed
great copy.

I've got
plenty of
that.



Tone Of Voice. Blog Posts. Elevator Pitches.
Personality Pieces. Short Things. Long
Things. Digital. Print. Product Copy. Web
Pages. Press Releases. Press Ads. Articles.
Calls to Action. Packaging Copy. Big
Benefits. Fancy Features. **Work.** On-Brand.
Off The Hook. On Time. On Budget. Brand-
Building. Client Impressing. Copy. Doer.





Client: Tribe Marketing

For: TK Maxx

Project: Jewellery Launch Invite Copy

This one, part of the TK Maxx #MeByMe campaign, is a bold brand statement that gets the concept of the campaign across in a clear, emotive way.

Me. By Me.

Me. By Me. means finding things as unique as you are. That's why our new jewellery department brings together 1000s of designer brands.

It's everything from bold beads to classic elegance, all for up to 60% less.

But most importantly, we've got everything you need for the style that hasn't got a name - because it's yours and yours alone.

We'd love to see it. What's your #MeByMe?

mebyme.tkmaxx.com



Client: Consider IT

Project: Business Card Copy

Every customer touchpoint counts. That's why I worked with Consider IT to develop striking business cards with a refreshingly upbeat tone of voice.

Stuart Gilbertson, Managing Director

Stuart's job title says he's in charge, but he's not. His clients are.

He does what they need him to do. He **adapts** services to suit them. He asks them how their day was. He'll do **whatever it takes** to make them happy, and the same goes for his team.

In fact, the people Stuart doesn't make happy are his competitors, who can't keep up with his drive for new technology, **better service**, and better relationships with clients.

Sorry about that.



Client: In Kind Direct

Project: Website Copy / About (extract)

In Kind Direct does excellent work to help charities, but needs web copy that works twice - once to convince people to donate, and again to let charities know what's available.

Putting products where they're valued most.

Everyone's idea of value is different.

Sometimes companies have too much stock. Sometimes they find samples, cosmetically damaged (but usable) goods, or end of line items sitting on shelves, taking up valuable warehouse space.

These products might not be worth much, but could mean everything to a small charity or not-for-profit organisation.

So we take those items and redistribute them to charities. This helps companies clear valuable space and support their corporate responsibility goals, while helping charities by giving them a convenient source of the things they need to operate.

As a result, those products in the warehouse get their value back.

They stop being worthless.

Because, to someone, they're priceless.

Looking for
more?

Here's
where I'm
at.

**Contact me to discuss projects,
availability, and rates.**

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