

Portfolio

CopyWrite



Words that your customers want to read



Jeanette Dyson, Copywriter

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How CopyWrite evolved

Nineteen years ago, shortly after the birth of our first daughter, I set up in business as a freelance copywriter working under the company name CopyWrite. The decision to leave my role as PR Officer at Meadowhall Centre, one of the UK's largest regional shopping centres, wasn't easy, but it was the right decision.

Working freelance gave me the flexibility to work around the demands of young children. From a professional point of view, it was a huge opportunity. It has forced me to step out of my comfort zone on multiple occasions, leading to new skills and the chance to work with some interesting people on exciting projects. As you'd expect, during this time not all jobs have been intellectually stimulating, but even then I find ways to add a touch of fizz to the copy that gives the client more than they were expecting.

It's an attitude and approach to business that works, and one that has resulted in repeat business and referrals.

Today, with a grown-up family, I have the time and flexibility to take on more projects. If you're searching for a professional copywriter who can translate your brief into words that work hard, then please get in touch:

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Don't take my word for it; here are some thoughts from my clients

"Jeanette designed and delivered a very well received training programme which has up-skilled several employees and enhanced writing capability within our business. We have confidence working with Jeanette and the CopyWrite business and regard Jeanette as a credible, capable and results-orientated provider."

Carl Sykes, HR Manager, Syngenta

"Whatever the brief - copy for websites, consumer brochures, corporate documents - Jeanette has always approached the work with creativity and understanding. Her professionalism, quick grasp of concepts and appreciation of deadlines has made her very easy to work with over the years."

Liz Calvert, account director, Thompson Brand Partners

"Jeanette's creative input has helped us stand out from the competition. Jeanette has been working with us for several years now and I could only recommend her to anyone who needs to use a copywriter."

Sophie Baxter, director Big Fat Balloons

"Jeanette has worked closely with a number of our clients and every one of them, without fail, has thanked us for introducing them to Jeanette. Her ability to get under the skin of a business and not just take a company at face value means she is now our first choice as copywriter."

Dave Pannell, Director, The Design Mechanics (now Director, Nucroft)

What do I write?

In truth, I've written short- and long-form copy for companies and organisations of all sizes and shapes, in a mind-expanding range of industries.

To give you an example; in the early days I wrote an informational wine and food brochure on behalf of London department store, Harvey Nichols, for the company's *Taste Australia* campaign. A few weeks later I found myself writing cress growing instructions for a local start-up company's website.

I've provided formal words for annual reports, informal words for friendly newsletters and copy for, at the last count, more than one hundred websites. For those clients who invest in their people's skills, I've written and delivered copywriting training programmes. Business Link Yorkshire, Syngenta (an international agrochemical company) and Morrisons plc, have all enjoyed the benefit of my copywriting courses.

Over the past year, I've worked with a local river charity as their communications officer. In reality, I've been their PR expert, social media manager, event organiser, copywriter and designer. I've also learned a great deal about invasive plant species and biodiversity and loved every minute of my wildlife education.

Below are some of the companies I've worked for and the different industry sectors in which they operate.

Clients:

Government organisations

- ACAS
- Business Link
- Buying Solutions
- NHS
- Kirklees Council
- University of Huddersfield
- West Yorkshire Knowledge Exchange
- Yorkshire Forward
- Yorkshire Tourist Board

Charities

- Dwarf Games
- Holmfirth Transition Town (HoTT)
- River Holme Connections
- YMCA Lakeside

Retail:

- Harvey Nichols
- Meadowhall Centre
- Symphony
- Zigi Jewellery

Food and drink:

- Arla plc
- Morrisons plc
- Symington's

Manufacturing

- Flexitallic
- Rollertech
- Syngenta

Agencies:

- Attik
- Stone Square
- The Design Mechanics
- Thompson Brand Partners
- Communisis

Other interesting sectors:

- Training in Aid (international aid sector)
- REM-Systems (international aid sector)
- Farnley Estates (land management)
- Vascular Perspectives (medical equipment)
- Honley Business Association (local village)
- Barclays Bank (financial sector)

Copywriting services provided:

- Annual reports
- Articles
- Award entries
- Brochures
- Blogs
- Educational material
- Information boards
- Leaflets
- Letters
- Newsletters
- Press releases
- Product descriptions
- Public relation services
- Social media
- SEO copy
- Websites ... and more.

Read on for examples of copy and case studies that, hopefully, you'll find interesting.



CASE STUDY: Honley Business Association

Background

The village where I live has an active business community known as Honley Business Association. Conscious that their existing website neither reflected their organisation nor the village, they wanted a new, professional site.

I was invited to tender for the contract to provide copy for the new website based on the following brief:

Please write the first page of what you believe the Brand of Honley to represent – imagine you're landing on the Honley page. What will we read that is the essence of Honley?

Their existing website copy

Welcome to Honley – a vibrant Pennine village!

Honley is a large, pretty village in the Holme Valley. Home to three excellent schools, three churches, a library, a village hall, a post office, over 130 thriving and diverse businesses, its own theatre... and a warm welcome to all!

My winning pitch

Honley – a lively village with a big heart

A warm welcome

Snuggled in the crook of the southern Pennines, Honley makes you feel like you belong.

While treasuring its historic origins, Honley has embraced 21st century living and grown into a village that's alive with character. Whether Honley is your home for the weekend or forever, there's always something new to discover.

Background

In 2018, having written the new website for YMCA Lakeside (the Windermere-based branch of the international YMCA), I was invited to continue creating blogs and reporting on potential sales leads on their behalf.

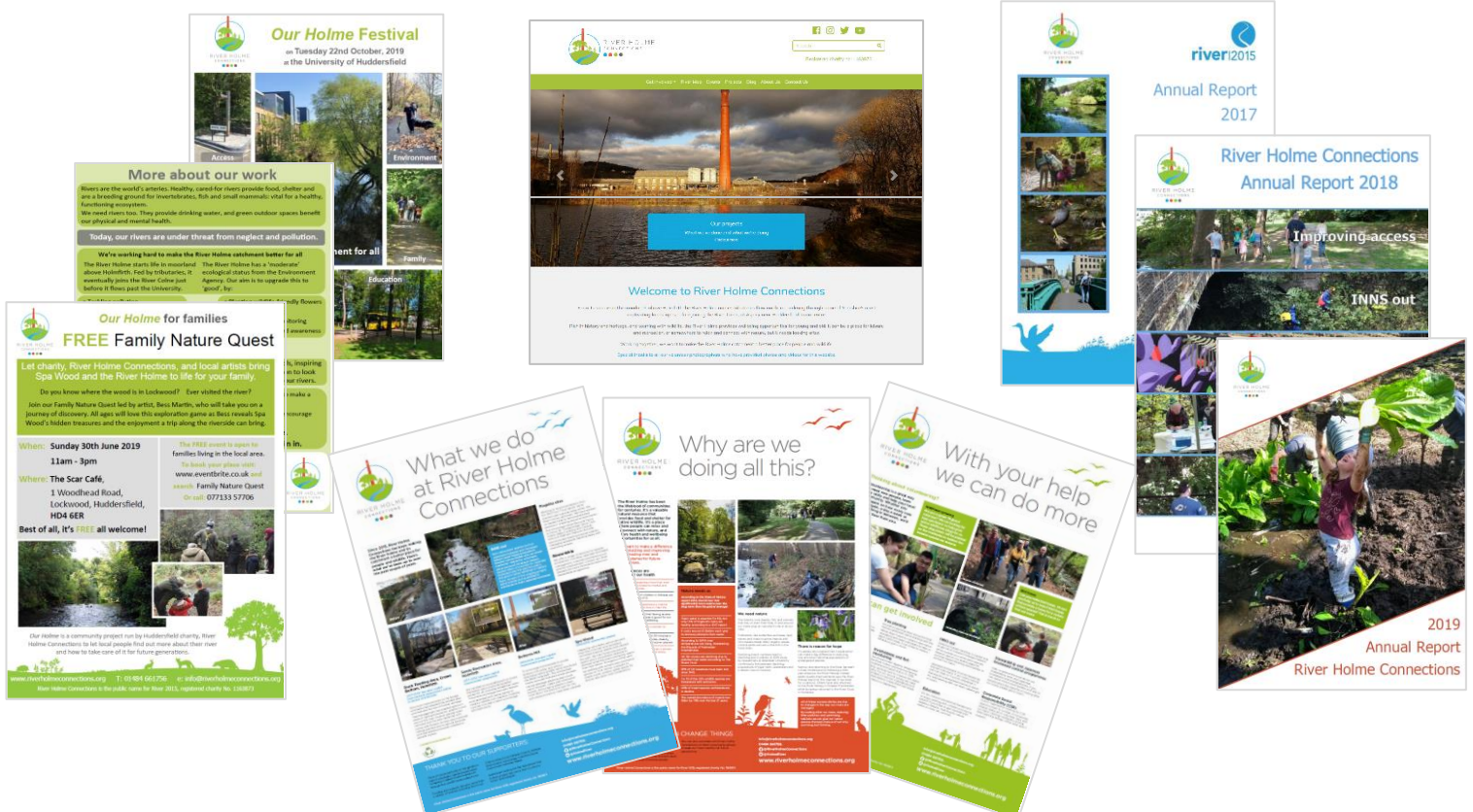
A Trustees of river charity, River Holme Connections, read the blogs and requested my contact details: they wanted the same for their charity's website. Rather bizarrely, it turned out that River Holme Connections is based in my home village (some 100 miles south of Lakeside). I met with the Trustees and the rest, as they say, is history.

Project

When I started working with River Holme Connections, the charity was in its fourth year but had no joined up communications. A logo and a few posters had been created by a professional design agency, but newsletters were written by the admin team with no concern for brand or even a consistent look and feel.

It's probably fair to say that the existing team members were relieved when I took over the communications; they had huge grins on their faces as they handed over a pile of writing jobs.

I created brand guidelines and templates for posters, newsletters and events. I refreshed the Facebook and Twitter headers, using correctly sized logos and added the charity's information. That was just the start. I've written and designed the 2017, 2018 and 2019 Annual Reports, provided PR services, doubled engagement on social media, re-wrote the website, designed and produced the monthly newsletter and organised a two-day River Festival in October 2019. I continue to work with the team to spread the message about their conservation projects.



Background:

In 2008, I replied to a message on my answerphone enquiring about copywriting services. After a pleasant conversation, I discovered that I was talking to the internal communications manager of Morrisons plc, one of the UK's 'big four' supermarkets. That was the beginning of an eight-year relationship with the company.

The project:

Initially, I was tasked with re-writing the colleague intranet. Then, I was asked to research, write and add blogs to the intranet. Eventually I became a virtual member of the internal communications team. I wrote articles, blogs, websites, posters for swine flu, campaign literature - including a whole suite of marketing tools for the company's Women in Business project – and award entries (and yes, many of them won!). I also wrote a copywriting course, which I delivered to other members of the internal communications team.

Eventually I was asked to write and project manage *Fresh News* the monthly, colleague magazine. This continued for five years and more than 50 issues.





CASE STUDY: Farnley Estates

Background:

In 2013, I received a phone call from Farnley Estates, a 1,500-acre estate of farmland, woodland and parkland in Farnley Tyas, near Huddersfield.

Farnley Estates had been in the Sykes family for more than half a century. With declining returns from farming, the family wanted to turn the estate into a country park. This legacy project would financially protect the land, create jobs and provide greater access to green open spaces for all. Wheelchair- and dementia-friendly walks, among other outdoor activities, were planned.

The success of the project was dependent on political will to change the land designation and allow a 'visitor hub' to be built on existing farmland. The hub would provide access to the park, along with a farm shop and restaurant selling local produce, and an education facility for schools and community groups to use.

The project:

I was commissioned to support the project by generating awareness, engaging with the wider community to demonstrate demand, and communicating with future potential partners.

The role expanded quickly to include PR, newsletters, brand creation, leaflets, brochures, two websites, social media, promotional film script, a 'Vision to Reality' consultation document, public consultation evening and information events.

Results:

Our small, close-knit team of four (I was the only comms person) generated thousands of pounds worth of media coverage, including front page coverage in the local paper, and several reports on local TV and radio. We also received more than 10,000 responses to an online questionnaire, asking 'Do you want a country park?' More than 85% voted yes.

Despite demonstrating overwhelming public interest in the project, the local council voted against the country park in 2016 and the project sadly came to an end.





PRESS RELEASE

IMMEDIATE

15 September 2020

Regional recognition for Huddersfield company

Syngenta Huddersfield Manufacturing Centre has received recognition from Leeds City Region Enterprise Partnership (LEP) for the economic contribution it makes to the region. LEP chairman, Roger Marsh, recently visited Syngenta's Leeds Road site, which contributes £57m to the local Kirklees economy each year.

Roger Marsh was given a tour of Syngenta's 75-acre site, where crop protection products that are used worldwide are manufactured. He met apprentices, staff, and senior managers to learn more about Syngenta, its future plans and opportunities for further collaboration at regional level.

Alistair Conn, Site Manager, Syngenta, said: "Huddersfield Manufacturing Centre was established more than a century ago, and now we're investing for our long-term future. Sustainance spend on equipment upgrades on site has more than doubled during the last three years, topping £23m last year. In addition, we've invested £30m in product expansion since 2013, all of which demonstrates our commitment to manufacturing in Huddersfield. Welcoming Roger to our site allowed us to discuss our future plans and the potential for further collaboration."

Despite being a multinational organisation, Syngenta has a northern focus to its business. Its Global Operations Headquarters are based in Manchester and the Huddersfield site spends £17m each year on supply contracts, all of which have local branches in the North of England. More than half of that money is spent with companies whose head offices are north of Manchester, an approach that reflects the LEP's vision to develop the Leeds City Region as an economic powerhouse.

I've worked with several local authorities in the past, as well as Business Link Yorkshire, the government-funded organisation that supported Yorkshire-based businesses.

To illustrate how businesses could access funding and benefit from support, Business Link commissioned a series of case studies. I would receive a brief, liaise with the company in question and draft the case study.

This is a typical example of an approved Business Link case study. The call to action was always added as part of the design.

United Response: Gaining the skills to support others

Every day around 1.3 million people in the UK go to work without the skills they need to do their jobs well. When you consider that approximately 80% of problems faced by employers are people-related, it's easy to see how the right skills can make or break a business.

In April 2009, the skills brokerage scheme moved to Business Link Yorkshire, making it easier for local companies to benefit. Now, a single call to Business Link gives companies access to all the help they require for business, staff and skill development.

Available to any organisation that employs between two and 5,000 workers, the skills brokerage scheme helps companies identify their business and training needs and access the most appropriate sources of assistance.

One company that has taken full advantage of Business Link's new skills brokerage is United Response. A national registered charity, United Response provides support in the home and community for people with learning disabilities, mental health needs and physical disabilities.

The charity is a huge operation. In the North East division alone, which includes Yorkshire and the Humber, it employs over 400 individuals and has a turnover of almost £7 million.

Due to the demands of this specialist work, it's vital that all its employees are equipped with the necessary skills to do their job efficiently and effectively. This made it the ideal candidate for Business Link's new skills brokerage service.

Joanne Silkstone, United Response training and development manager for the North East, heard about the new scheme while attending a Skills For Care conference. Joanne said:

"Our employees require specialist skills to carry out their work and training is an important part of what we do. Yet, planning and sourcing effective training for so many employees can be difficult. This is why I was so interested when I heard about Business Link's skills brokerage service."

Joanne was partnered with Business Link adviser, Janet Bebb. During the initial meeting, Janet identified United Response's training needs and provided access to funding for training costs.

"As with many charities, funding is tight for United Response. Yet the charity is eligible to apply for the Enhancement Fund for its 'Learning Disability Induction Standard'. Available through Train to Gain, this funding provides financial help towards the cost of induction training for individuals working with people with learning disabilities," said Janet.

Following a successful funding application, United Response now offers the Learning Disability Qualification (LDQ) as part of its induction training for new employees, giving them a nationally recognised and accredited qualification. A second funding application was subsequently made to enable United Response to put more staff through the LDQ.

Want to know more about CopyWrite?

If you like what you've read and need an enthusiastic copywriter, please email me. Better still, give me a call and we can have a chat about your project.

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