

**Client:** Deloitte Netherlands **Task:** To create five 2-page flyers for financial services

Deloitte wanted commercial flyers for five very different tax data analytical services. Each flyer had to stress the uniqueness and the concrete benefits of each service, the deliverables and the process, the reason for choosing Deloitte and a call to action. Although the flyers were aimed at other professionals in the sector, the descriptions had to be in layman's terms for non-professionals.

Deloitte.

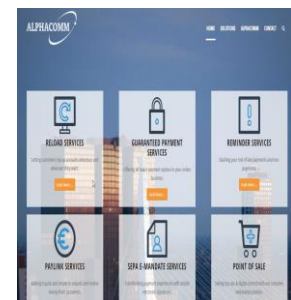


Background information for each service was provided by Deloitte practitioners. The copywriting process included desktop research, telephone interviews and two review rounds. My accounting background was considered indispensable in this project because I had a proper understanding of Deloitte's systems and their benefits.

**Client:** Alphacomm Solutions **Task:** To create fresh SEO-content for new web design

Alphacomm wanted its existing website content rewritten so that it would be optimized for search engines, shorter and punchier (just enough words to explain the products, highlight the benefits, and call the visitor to action), more reflective of the company's culture and tone of voice (upbeat, friendly), and adapted to the new webpage design templates.

To produce the copy, I had to gain sufficient understanding of your products and services, employing best SEO copywriting practices, and deliver the content in a format that could be worked on by website technicians straight away.



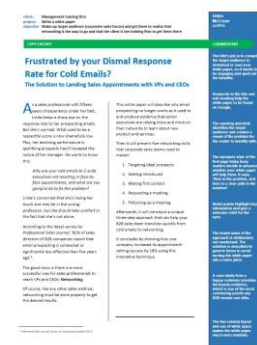
The CEO was delighted with the results because he felt I had captured the company's culture and sense of humor.

You can visit this website of CSPA at <https://www.alphacommsolutions.com/>

**Client:** Management Training Firm **Task:** To write a white paper

The aim of this white paper is to showcase the client's market knowledge and to generate leads for its unique networking approach. The target audience is corporate sales forces. The key message to the reader is that sending prospects cold emails no longer work like it used to, that networking is the 'new' way to go, and that the client is the training firm to get them networking effectively.

This copy was written as an assignment during the 'How to Write White Papers' professional development program with Steve Slaunwhite. The client is a fictitious company.



**Client:** Rentokil **Task:** To create an 8-page brochure for sales presentations

Rentokil Initial Specialist Hygiene wanted to re-position itself in the marine sector. It also needed to strengthen its identity in the Rentokil group and reassure prospects that it is big enough and capable enough of doing the job despite the demanding conditions found at off-shore oil rigs and on-shore installations.

This corporate brochure, assigned by copywriting bureau Tekstschrijvers.nl, shows the company's full range of services and highlights its values and USPs. It is now distributed to prospective and existing customers at corporate presentations, sales pitches and trade fairs.



**Client:** Cremation Society of Pennsylvania **Task:** To write engaging website content

CSPA provides direct cremations that can be arranged online. The company wanted a website that demonstrates it is a locally-owned, trusted provider of dignified cremations at affordable prices. The content had to be easy to navigate by customers, who were likely to be distressed and overwhelmed when visiting the website. Therefore, I made sure the text was accessible to all and the tone open and respectful.

This project was awarded to me by The Gold Square, a website development company that serves the funeral industry. Together, we have created sites for several end-of-life providers.

**You can visit this website of CSPA at <https://www.cremationofpa.com/>**



**Client:** VRR Aviation **Task:** To write fresh content for a new responsive website

VRR Aviation is a specialist manufacturer in the aviation transport industry. It wanted a website that demonstrates its ability to meet a client's unique logistical needs and the stringent requirements of the world's airlines and aircraft. It also had to be easy to navigate by customers, despite the complexity of VRR's business.

This project, which was assigned to me by copywriting bureau Tekstschrijvers.nl, was all about co-creation. I worked closely with VRR's Business Development Manager over several months to draw out his ideas and the company's value propositions. Together, we developed our concepts into a user-friendly website that truly focuses on the customers' experience.



**You can visit this website of VRR at <http://vrr-aviation.com/>**

**Client: Chill-O-Matic Task: To write an email promoting a new product**

Chili-o-Matic is a manufacturer of freezers, coolers and other related equipment. After launching a new product called the LBJ Cooler, it wanted to inform its target market: independent restaurant owners.

The aim of the email was to encourage restaurant owners to visit an upcoming exhibit and see the new product for themselves. A 15% discount coupon was being offered, but to claim it the recipient had to click on the link in the email, and go to a landing page to sign up. The coupon could then be collected from the exhibit.



The writing had to be clear, tight and persuasive. I decided to use the Prospect > Position > Provide > Prove > Propel formula for this direct pitch email.

**Client: Broekman Logistics Task: To create ten 2-page flyers for logistic services**

This full-service logistics group, based in Rotterdam, generates around €200 million a year by meeting the complex logistical needs of onshore and offshore companies around the world. Broekman had decided to carry out a rebranding exercise. Part of that process included renewing their leaflets, which were outdated and focused on the company rather than the customer.



I was asked to write ten explanatory leaflets promoting the benefits of each of the group's services. Before writing, I interviewed around twelve employees on site to gain a broad understanding of activities, benefits and key customers. This knowledge helped produce leaflets that answer all the questions potential customers may have and that encourage them to contact the company.

**Client: Oldingham Cats & Dogs Home Task: To create a sales letter for a local charity**

My assignment was to write a direct mail letter for a cats & dogs home. I was asked to target pet owners in the area. The objective of the letter was to raise money for the home, which depended on charitable donations to survive. The home cares for lost and sick animals, and it seeks to permanently re-house them. My task was not to get readers to take animals from the home, but to convince them to give cash.

This form of personal marketing requires a letter that gives the reader enough information to affect purchasing behavior. The headline is simple and eye-catching, and the opening is dramatic. The story unfolds and includes clear calls to action and a strong PS.



**Client: Dutch Municipality Task: To create a 2-page flyer for a trade fair in China**

This project was for the municipality of North Brabant, one of twelve provinces in the Netherlands. The municipality needed a journalistic flyer for its stand at Transport Logistic China 2014. The flyer had to set the region's services in a global context and include the major reasons for using Brabant as a logistic hub.

The strong headline raises initial interest, while each section of Brabant's logistic story supports the municipality's claim that the province is the perfect location to transport freight across Europe. The trade mission to China turned out to be a great success, and the province made many new contacts.

