



Writing and Translation Services



02033933973



info@arc-wts.co.uk



ARC Writing and Translation Services  
124 City Road  
London  
EC1V 2NX

## Thank you for downloading my copywriting portfolio.



I have compiled this collection of work to explain and demonstrate the different types of copywriting that I produce for my clients.



I have included copy from a variety of sectors to showcase my versatility and show that one size does not fit all when writing copy for different industries and businesses.



Each section has a brief intro to explain the purpose of the copy, to sell, educate, inform, etc. I hope you find the contents useful and will help you make a decision about working with me.

If you would like to find out how I can help you market your business with well-structured, targeted copy, please get in touch.

[Contact ARC](#)

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# Advertising copy

The purpose of the copy in an advert is to sell. The examples in this section include copy to sell a competition for a beauty therapist, an advert for an independent estate agent to talk about an award that they have won and lastly, a flyer for an insurance company that was used as part of a mailshot campaign.



## **April Lui, Permanent Make-Up Artist Competition copy**

**April Lui is a professionally trained and fully insured permanent makeup artist. She completed an advance training course with the Permanent Makeup Training Academy in London and has been making women feel and look amazing from her own private clinic in West London since [INSERT YEAR].**

**April loves all things beauty-related and making women feel good about themselves. She is also a self-taught makeup artist and an advocate of anti-ageing facial massage, which she teaches in her Academy.**

**April constantly researches and tries out the latest makeup and skincare products to ensure that the treatments and advice she provides are always at the cutting edge of the latest beauty industry developments.**

Are you tired of running around after your children? Why not treat yourself this Mother's Day to a free, permanent make-up treatment of your choice?

- Do you find it tricky to apply your make-up around your kids?
- Do you feel like you never have enough time to spend on yourself?
- Would you like to wake up with perfect brows, eyeliner, and lipstick already applied so that you're ready for selfies and looking your stunning best?
- Would you like to emerge from the shower or swimming pool with 100% waterproof and 100% smudge-proof, perfectly applied make-up?

If you answered "YES!" to any of the questions above, then say goodbye to panda eyes and worn-off lipstick and enter my lucky draw to win a free, permanent make-up treatment of your choice.

The lucky winner can pick from one of the 3 treatment options below:

- Luxurious, photoshoot-ready brows, shaped and coloured to suit your natural colouring
- Defining and enhancing eyeliner treatment that makes your eyes look incredible every day
- A perfect pout in a colour that flawlessly matches your complexion

Enter my lucky draw today and give yourself the chance to spend more time doing the things you love while still looking gorgeous!



## Can you afford not to insure your business?

### Oak Insurance Brokers - business insurance you can trust

As a local Horsham-based insurance broker, we're here to serve you and your community. We know insurance can be confusing, which is why we make it as easy as ABC.

### Cost-effective insurance solutions with a personal touch

We guarantee we will find the right insurance policy for your business at the best price possible.

### Not sure if we can provide insurance for your business?

With our varied national client base, we have extensive knowledge and experience of a wide range of commercial businesses and SMEs, from breweries to industrial manufacturers, so whatever your business is, we can find the right cover for you.

### Why choose us?

- Personal service
- Horsham-based broker at the end of the phone
- Excellent customer service
- In-depth knowledge of all insurance products
- We put your needs first, every time

Call **03301334386** now to request a quote or email: [info@oak-insurancebrokers.co.uk](mailto:info@oak-insurancebrokers.co.uk)

Example 3

# 13

## Who said 13 was unlucky?

**We are UK Property Awards winners  
for the 13th year in a row.**

If we can make 13 lucky, imagine how easily  
we can sell your house.

 **Brock  
Taylor.**  
[brocktaylor.co.uk](http://brocktaylor.co.uk)



# Good as Gold.

Just like gold,  
great customer  
service never goes  
out of fashion.

We're proud to announce that we've been awarded best sales agent in Horsham by the British Property Awards, to complement our award for best lettings agent.

Call our award-winning team today and find out how we can maximise your investment.



# Articles

Copy in an article is primarily designed to inform and/or educate the reader. Although used as part of a marketing campaign, it serves the purpose of adding value for existing and potential customers.

The articles in this section include an article for a flower designer who was asked to contribute an article to a national online publication but didn't have the time to write the copy herself in the busy build-up to Christmas and an editorial piece for an estate agent that provides background about the company and which was published in a local magazine.



## Gardeners' World article

**Intro:** What I look for in a Christmas plant is colour, texture, aroma, cheer and a healthy dose of nostalgia. For me, a bright colour is really important to forget about the dark nights and low temperatures, but I also love traditional plants with berries such as Holly and Mistletoe.

### Five favourite Christmas plants

#### *Euphorbia pulcherrima (Poinsettia)*

I love Poinsettia at Christmas because it reminds me of happy past Christmases. I love the boldness of the star-shaped leaves and, although red is the most common, other colours such as pinks and creams have been created in recent years. This plant is a great Christmas house plant because it lasts well into the New Year and can bring cheer and colour throughout the winter. It also loves being inside in a warm cosy environment.

#### *Cyclamen hederifolium (Cyclamen)*

I have chosen Cyclamen because of its versatility to be kept either indoors or outdoors. I love the delicate flowers on cyclamens, which often appear before the leaves. Whether you choose a pretty pink one or a more vivid dark red, it will add some much-needed winter colour to your home, and they are easy to grow and care for. Cyclamen are great for Christmas time as they cope really well with cool temperatures.

#### *Viscum album (Mistletoe)*

I would also choose Mistletoe because, for me, it is quintessentially a Christmas plant that sparks comments, jokes and the odd kiss! I love how it makes people feel and spreads love and joy with its clusters of translucent white berries. Mistletoe is a parasitic plant, so you benefit from two plants by growing it with a host tree, but you only have to water one. Your guests will be very impressed with your homegrown Mistletoe.

#### *Ilex Aquifolium (Holly)*

Holly has an enduring quality about it that is always associated with Christmas and is the official birth flower for December. I love how its berries contrast perfectly with its dark leathery green leaves. You can grow Holly in a shrub border and it makes excellent hedges. Holly is the perfect partner for other Christmas plants in decorations and wreaths as it adds just enough colour to bring a piece to life.

#### *Araucaria heterophylla (Norfolk Island Pine)*

A Norfolk Island Pine makes an excellent choice as a Christmas plant as it can be used in Christmas decorations or as a stand-alone Christmas tree in a hall or kitchen where space is limited. I love the hardiness of this plant; it is happy either indoors or outdoors or a combination of both. These plants are easy to grow, provided they have enough humidity. Decorate with them with tinsel or baubles to make the perfect environmentally-friendly Christmas decoration.

## BROCK TAYLOR: AN ESTATE AGENT ON THE MOVE

Brock Taylor, award-winning estate and letting agents in East Street, Horsham are opening a new branch in Haywards Heath so that they can provide the same award-winning service to customers in Mid Sussex who are looking to sell or let their property. They are one of the few independent estate agents in the area and have proudly served the Horsham area for nearly 30 years.

The company's ethos is to go that extra mile to provide a personal service, delivered by staff who have either grown up or lived in the local area for several years. This means it can provide its customers with important local information such as school catchment areas. Like many companies, Brock Taylor has had to adapt in the past year in order to be able to open safely and has had to strike a delicate balance between continuing to sell and let properties while keeping its customers and staff safe. One of the ways in which Brock Taylor has managed to stay open throughout the pandemic is by investing in Giraffe 360 software which can be used to create a stunning high definition virtual tour. This enables vendors and landlords to sell or let their properties safely without having to let people into their home for an initial viewing or to get a valuation.

As a result of the successful business processes implemented at the Horsham branch, the new branch in Haywards Heath will benefit from the wealth of experience and talent that Brock Taylor has accrued over the years, not to mention its cutting-edge, Covid-safe Giraffe 360 virtual viewing and virtual valuation technology.

Anyone with a nose for a good deal will love the Haywards Heath branch launch offer. They are giving away a free bottle of award-winning bubbly from the Bolney Estate to anyone who books a property valuation.

To claim your bottle, simply visit their website [insert url] or call them on [insert number] to arrange a valuation.



# Blogs

A blog is a useful marketing tool that can be used to demonstrate knowledge and authority in your field, offer tips or talk about a future or past event.

## The blogs in this section include :



An informative blog for a business coach.



A blog for an HR consultancy company reflecting on their first five years of trading.



A blog warning against the perils of accepting the first offer an insurance company offers you in the event of property damage for a loss assessor.



A blog about a social media company partnering with another business.

## How much do business coaches charge in the UK?

It's not about the cost but the ROI

One of the first questions business owners ask themselves when they consider hiring a business coach to help them move their business forward and get out of a rut is, "What will it cost?"

However, cost is not the best criterion for measuring the effectiveness of a business coach. In fact, the most important question to ask yourself is, "What will the return on my investment be by hiring a business coach?"

In this blog, I will explain why other questions should be at the forefront of your mind before price and why you should prioritise them when choosing a business coach to ensure you get the best return on your investment.

To start with, business coaches up and down the UK offer a range of prices for a whole spectrum of services that vary from coaching to mentoring to business advice resulting in a wide range of outcomes for their clients.

In my opinion, my fees are commensurate with the return of investment you can expect from working with me. Here's a link to my prices so you can see what I charge my clients: [pricing](#)

### What to consider if the cost is significantly below the market rate

A business coach who offers coaching for a considerably lower fee than other business coaches is not necessarily a good thing. There could be many reasons they are offering a low-cost solution, such as a lack of experience in coaching, they have never run their own business, quality issues or a poor track record when it comes to achieving results.

Whatever the reason, it's worth being cautious. If something seems too good to be true, let's face it, it usually is.

The most concerning thing would be a lack of confidence to charge, not a quality you want your business coach to possess.

### What to consider if the cost is significantly above the market rate

You should also be wary of a business coach with a very high-cost offering. Are they making unrealistic promises?

A business coach should help you improve your performance. This is achieved by bringing clarity and suggesting a different approach, presenting you with an alternative viewpoint taken from the position of someone looking at your business from the outside in. This is something a business owner is often unable to do.

Do they offer different packages?

Like all businesses, all business owners are unique and have their own challenges to face and different budgets available to them. A business coach worth hiring will understand this and offer a range of packages to suit these various needs.

Such packages may include a short-term 'MOT' style approach that tackles where you are now, helps you overcome your current challenges and establishes an action plan to help you move forward with realistic and achievable goals.

## **WARNING – NOT READING THIS BLOG COULD COST YOU £1000s!**

**Don't let your insurance company talk you out of you of the repairs YOU are entitled to**

As a loss assessor, Concept Building Solutions is always the first company you should call in the event of an insurable peril. Sadly, very few people know this. As a loss assessor with 25 years of experience in the building trade Darrell Deeprose is on a personal mission to protect consumers from losing out on the quality of repairs that they deserve. Time after time he is called out to fix shoddy work that has been completed by unqualified, inexperienced contractors who have struck a deal with the insurance companies to complete repairs and restoration works for a low fee and to minimum standards.

### **Would you hire a contractor with 1-star reviews?**

One customer who recently suffered an escape of water in their front room which resulted in the ceilings, walls and floors all needing replacing, submitted a claim to their insurance company. The contractor selected by the insurance company to do the work came in at a much lower price to do the repair work than any other quotes the policyholder received. Curious as to why a contractor would price the job so low, they decided to dig a little deeper and find out more about the contractor. They were shocked to find that when they Googled the contractor, they had 1-star reviews!

There is no way a property owner would hire a contractor with 1-star reviews just because they gave the lowest quote. So why does the insurance company think this is OK and what kind of message does it send to the customer?

Surely, this practice, which is not uncommon among insurance companies, implies that they don't care about your property and restoring it to its former state before it was damaged.

In fact, it sends a message to the policyholder that says "We are happy to charge you premiums based on how much it would cost to repair if we used the highest-priced contractor to repair it, but we will actually use the lowest-priced contractor and pocket the difference. Not only that, because you made a claim, we will increase your premiums next year". Let's face it, if that was the wording on the policy no-one would sign it, but sadly this happens all too often in practice.

### **So, what should you do when faced with an insurable peril**

So, what is an insurable peril, you may ask? It sounds very similar to a hazard, but in the insurance world a 'peril' and a 'hazard' are two very different things. According to Investopedia:

"A peril is a potential event or factor that can cause a loss, such as the possibility of a fire that could engulf a house.

*A hazard is a factor or activity that may cause or exacerbate a loss, such as a can of gasoline left outside the house door or a failure to regularly have the brakes of a car checked."*

Source: <https://www.investopedia.com/ask/answers/090815/what-difference-between-peril-and-hazard.asp>

So, in real terms the kind of insurable peril that Concept Building Solutions can assist with is typically damage caused by a fire, flooding or an impact.

### **Recent case study of an impact damage claim**

Concept Buildings Solutions was recently called out to remedy a terrible repair job carried out by a questionable contractor hired by an insurance company. So, what happened? An exterior wall 2 metres high and 4 m long and some stairs leading to the front door had suffered impact damage and needed to be re-built and re-rendered to match the rest of the existing wall.

The owner of the property contacted their insurance company first - big mistake - and the insurance found a contractor who agreed to do the work for £3000. The policyholder then contacted Concept Buildings Solutions who quoted £8000 to do the work properly to a high standard and according to industry best practice.

The insurance company rejected the quote from Concept Buildings Solutions acting as a loss assessor, preferring instead to go with the cheaper quote and commissioned the contractor they had found. The result: a poorly completed job delivered to a very low standard as can be seen in the images below:

### **Don't waste your time and energy being worn down by your insurance company**

The case study above is a classic example of how an insurance company will drag out a claim with an endless stream of emails and requests for information while you are stuck living with the damage and waiting for it to be repaired. Concept Building Solutions can remove the stress of dealing with the insurance company, which leaves you free to spend your time doing the things you enjoy, whether that's taking the dog for a walk or watching your favourite show on Netflix.

### **Why you should call a loss assessor first and sign a letter of mandate**

To avoid all of this time, inconvenience and upset, Concept Building Solutions urges anyone who needs to make a claim involving substantial building work to call them first before ringing the insurance company and sign a Letter of Mandate which means that the loss assessor is then the Principal Contractor and will take on the insurance company and challenge the quotes they find and the quality of the work proposed.

Concept Building Solutions will always fight for the best repair job possible on behalf of the policyholder. By appointing a loss assessor to deal with the insurance company, not only saves property owners a lot of time and money spent on calls, letters and emails, it also gives them peace of mind that an expert in the field is fighting their corner and battling to get the best settlement for them and really make their insurance premiums work for them.

### **Did you know you are responsible for the health and safety on your property?**

The Principal Contractor, who is either the loss assessor or you as the policyholder, is responsible for ensuring that the works carried out on your property comply with the latest health and safety regulations. If you make the claim yourself you will be the Principal Contractor by law and therefore, liable for any health and safety issues during the works. If that's something you feel comfortable with then great, but all too often many people don't even know that they are responsible for the health and safety of any workers in their home and have no training on or experience of the current health and safety regulations.

Remember - in the event of a property damage claim due to an insurable peril DO NOT sign off the insurer's proposal and make yourself the Principal Contractor because at that point it is very difficult for Concept Building Solutions to intervene and deal with the insurance company. So, you have been warned, in the event of an insurable peril claim, call your insurance company first AT YOUR PERIL!

## Hive at Five

As I write this blog, I can't quite believe it's been five years since I started Hive HR Solutions. It's been an incredible journey punctuated by highlights and lowlights, but I'm so pleased to say that the company is stronger and more resilient thanks to the support of my wonderful husband and brilliant team and how we have overcome the challenges that we've faced.

I'd like to share that journey with you and hopefully encourage and inspire those of you who are facing professional challenges or considering starting your own business but find the prospect daunting.

### Year 1 – 2017

So, how did it all start?

Running my own HR business and helping companies manage their staff was a dream I had for many years, but it wasn't until 2017 that, encouraged by my husband, I finally took the plunge and started my own business, initially while still employed at Glyndebourne.

My first dilemma was where would I find my clients? That was when I realised, I needed to start networking. I had never done networking before, and I was a bit scared, but I didn't let that stop me. I joined some local networking groups and discovered that I loved (and still do) meeting other business owners and building relationships with them.

However, it wasn't all plain sailing in that first year. Initially, I had the perception that other people in my networking groups were doing better than me in their businesses, and I almost gave up due to impatience and a desire for immediate success. Luckily, I overcame this misconception by talking to them and realising that everyone faced challenges and had overcome hardships. This encouraged me to stick at it and follow my dream.

### Year 2 – 2018

Long hours, tough decisions and some small wins

In my second year of running Hive HR Solutions things really started to take off and I began to secure some monthly support contracts. This enabled me to be proactive with the support I gave, and I was then able to start building good, solid relationships with my clients.

Working two jobs did mean that I was spinning a lot of plates and working long hours, taking my own client calls during my lunch hour and doing the work late into the evening and on weekends just to keep delivering for my clients. So, in June 2018, I decided to go part-time at Glyndebourne as the hours I was working were punishing and I knew I couldn't go on the way I was.

### Year 3 – 2019

First big contract and goodbye Glyndebourne

2019 was a pivotal year for me as a company that I had pitched for a year before and lost the contract to another company came back to us and asked us to pitch again. This time we won the contract, and they are still a happy client now.

This did mean that I needed to focus on Hive HR Solutions and finally go solo, so I took the difficult decision to leave Glyndebourne and the security and familiarity it offered.

### Year 4 – 2020

Overcoming loneliness in a pandemic

So, there I was, six weeks into working full-time for Hive HR Solutions, still getting to grips with working alone and not having a team around me, when the Covid-19 pandemic hit the UK. This was followed by an unprecedented lockdown and a new government furlough scheme being rolled out which my clients needed me to understand and implement them for them within a very short space of time.

I was very fortunate though that, unlike some other businesses in other sectors, I was able to stay open and my business even thrived. This growth and working with global and large-scale national brands then led me to be able to hire my first team member in August 2020.

This felt like a massive leap of faith as for the first time I had to trust someone else with my clients and my reputation that I had worked hard to achieve. Luckily, things worked out well and the relationship went from strength to strength and gave me the confidence and reassurance to build my team further.

## **Year 5 – 2021**

### **Building the team and time for a new website**

On the back of our success in 2020, it became apparent that I needed to grow my team further to grow my business and take on new clients, so I hired another three HR professionals in 2021. I also decided at the start of 2021 that it was time to refresh the company's brand and online presence which meant a new logo, website and company branded photoshoot. By the end of the year, we were also proud to have produced our own bespoke training materials and branded workbooks for clients to use during training.

It wasn't a year without challenges though. In March 2021, I fell seriously ill and this resulted in me deciding to prioritise my health going forward. My team were incredibly supportive, but it meant adjusting to changes in the business and me evolving my role as a business owner.

The team also suffered during the various government lockdowns and work-from-home orders from a lack of hands-on support that is much easier to provide when we are all physically in the office together. Through all these challenges we still managed to deliver an excellent standard of work for our clients and add value to their businesses. We were bold in saying yes to projects and worked effectively as a team to produce a high standard of HR consultancy to our clients.

### **So, what are our plans for the next five years?**

Over the next few months, I will be introducing each member of Hive individually so that you can get to know them better. Having other HR professionals around me was what I always wanted, to be able to support each other and collaborate with. Being in a team means we can share and understand when we are having a difficult day and equally celebrate the wins. The team certainly share my passion for the tailored client work we are doing and the strong client relationships we are building. The client work excites me more than I ever thought it would, the projects we are working on now are testament to how far we have come as a company. No client request is too small, but the sky really is the limit on how we work with our clients.

To mark our 5-year anniversary we are extremely proud and excited to share our new website that reflects our growth and team. I hope this new website will pivot our business and effectively illustrates the type of work we do and showcases the bespoke services that we offer. In the next five years we hope to continue growing the team which currently comprises seven members so we can offer even better support for our clients and continue to add value to their businesses by providing tailor-made HR solutions. We also want to continue having an attractive and inviting space for the team to meet and work in and for clients to visit which will hopefully soon include an in-house training suite.

I personally look forward to sharing the journey I have been on and building the business more by attending business events. Lastly, I would love for Hive HR Solutions to be an award-winning business that leads the way in HR consultancy.

Gemma Baxter, Founder and Owner of Hive RH Solutions

"All our dreams can come true, if we have the courage to pursue them" – Walt Disney.



## **SocialBee says 'Howdy' to its new partner DFA Media**

### **5 ways a business partnership can drive growth\**

*If you want to grow your business, then why not take a page out of SocialBee's book and partner up with another business? SocialBee recently partnered with DFA Media to form a perfect synergy between two quite different companies; both equally committed to taking their businesses to the next level.*

SocialBee is a social media company with a difference; it offers an all-round suite of services to manage customers' content, profiles and posts, delivered by a team that delivers the RIGHT content, on the RIGHT platform, at the RIGHT time. It is able to do this by really getting to know its customers and their businesses, by drilling right down to find out what makes them tick and what their customers and followers are interested in.

DFA Media is the UK's leading magazine for automation, motion engineering and power transmission that organises and attends trade fairs. It recognised the value SocialBee could add to its business and decided to form a partnership, knowing that SocialBee could raise its online profile and generate engagement within its sector by publishing live posts at any trade fair or exhibition it organised, as well as static posts throughout the year.

So what are the advantages of forming a partnership?

- **Both companies can raise each other's profile through their connections**

If you offer a niche service to your customers, then joining forces with another company that provides different services means that you can talk about them and what they do to your customers and vice versa, offering you both greater exposure and opportunities for growth, as well as access to a whole new client base.

People buy from people, right? So, all of a sudden your pool of leads and potential customers can increase exponentially. You just need to be ready to handle the influx of new business that will inevitably come your way.

- **Both companies can refer new clients to each other and access the 'trust zone' faster**

How often have you racked your brain thinking "How can I find new clients from different sectors and regions on my marketing budget?". Becoming business 'partners' results in a much stronger relationship than just outsourcing or referring clients. It shows a strong level of commitment and faith in the other company's ability to deliver on its promises. It also means you are willing to stake your reputation on the quality of their products or services.

Have you ever wanted to accelerate the time it takes to enter the 'trust zone'? Well, here's how you do just that: partner with another company and see that time go down from months to days, because your customers will trust your partner company, because they already trust you. And hey presto, you've just pushed your way to front of the 'trust zone' queue.

- **Both companies can benefit from the other company's existing network of clients**

Not only does a business partnership offer access to your partner's new clients but - don't forget - they already have an existing client base! So overnight your client base has just expanded because your partner will talk about you to their customers, not just face-to-face, but also in their marketing campaigns and on their social media. And who doesn't want to expand their customer base overnight, safe in the knowledge that these are good, trusted and, most importantly, PAYING customers?

- **Both companies can benefit from the other company's resources**

Have you ever talked to another business owner or entrepreneur and found out that they have a great back office system, or their own HR department, or maybe they have an IT wizard working for them? Have you then also wished you could afford the same thing for your business? Well, now maybe you don't have to. Partners can come to an arrangement about sharing resources; both material and human. There's also a good chance your new partner will want to work with some of your people or use your systems or even material resources, which can be shared to reduce outsourcing or rental costs.

Another clear advantage for a business owner who operates out of small premises, and partners up with a bigger organisation with larger premises, is that they may let you use a meeting room or office on an ad hoc basis or at pre-defined times. Suddenly, you've gone from having to meet clients and potential clients in a coffee shop or in an online Zoom meeting to being able to hold meetings in a plush office, possibly with the added benefit of a free car park.

- **Both companies can save the other company money by drawing on their knowledge and expertise**

All business owners want to cut costs and streamline their business. So all businesses need knowledge and expertise, and often end up paying through the nose for it by hiring consultants who charge huge fees. But if you don't have the knowledge you need to move forward, where else can you get it? Simple. By forming a partnership with a strong business from a different sector you can draw on the knowledge of their staff and the expertise they bring to table, and they can do the same from you.

A truly symbiotic relationship is best achieved when both parties offer the other one something they lack and assign value to. So next time you are working with one of your preferred clients, ask yourself if you would both benefit from taking your relationship to the next level and committing to a partnership with clearly agreed terms and benefits for each other.

To sum up, a partnership offers both businesses the following benefits:

- Increased exposure
- Access to new clients
- Access to the partner's existing client base
- Ability to share material and human resources
- Access to each other's knowledge and expertise

If two heads are better than one, then the same applies to two companies working together to solve business problems and accelerate growth. So, if you really want to grow YOUR business and receive all the benefits mentioned above, take action and don't sit around waiting for someone to knock on your door, because it won't happen. Why not list all the businesses you work particularly well with and approach them about becoming partners? SocialBee and DFA Media provide the perfect example of how this can work to the benefit of both companies.

# Brochures

A brochure is a specific marketing tool intended to inform the reader about the products or services offered by a company. The brochures in this section include a Christmas brochure for a flower designer and a digital brochure for an IT support company.





Example 1



Shilpa Reddy  
FLOWER DESIGN



CHRISTMAS WREATH  
MAKING WORKSHOPS  
& DECORATIONS

[Shilpa-Reddy.com](http://Shilpa-Reddy.com)







## It's beginning to look a lot like Christmas

That's right, the autumn leaves may still be falling, but the team at Shilpa Reddy Flower Design are already getting really excited about Christmas!

We can't wait to run our wreath-making workshops for your staff this year as part of your festive celebrations and give you all something natural and compostable to take home that is brimming with Christmas scents and cheer.

BOOK NOW TO AVOID DISAPPOINTMENT

## All I want for Christmas is a wreath!

Are you looking for an activity that brings out the creative side of your employees, delivered in an easy step-by-step approach that will lead to a wonderful sense of satisfaction and evoke happy childhood memories of making something festive, sustainable and heart-warming?

## Deck the doors (and save the planet)

All of our Christmas wreaths are made with a moss base, and we only use real berries, dried fruit, cinnamon and spruce that exude those quintessential Christmas scents that we all love. And the best bit is, your wreath will continue to brighten up your door well into the New Year - you can even help the planet by re-using it next year!

Give your staff an authentic, natural and unique gift that they can use to decorate their own door with or give as a gift that keeps on giving to a friend or relative. We also provide packaging so you can easily take it home.

BOOK YOUR WORKSHOP TODAY







## Your staff will wish it could be Christmas every day!

Our wreath-making workshops delivered at venues across London are a great way to kick off the season to be merry. We find that all attendees always have a lot of festive fun and walk away with an enormous sense of satisfaction and achievement.



## Choose a time and place that suits you.

Our London wreath-making workshops are a perfect addition to an off-task day packed full of Christmas fun. You pick the time and venue in London, and we can even add some fizz to your magical day by bringing along some bubbly Prosecco!

We're happy to travel to a venue of your choosing anywhere across London. So whether you prefer us to come to your office or a venue that you've booked, it really makes no difference to us; we'll be there and will bring everything you need for a memorable wreath-making workshop. A popular time for our wreath-making course is late November/early December between 3 and 6 pm when the sun starts to set and the Christmas lights magically create a warm glow inside and out. However, if you would prefer to book a slot earlier in the day or later in December - no problem - we're happy to fit in with your schedule.

We can cater for groups of 10-30 people in one session, but if you have more than 30 staff, we're happy to run the workshop over two days. The workshop usually takes about an hour and a half, but we recommend you block out two hours in your diary just in case we go over time.

Make this Christmas one 'yule' never forget!





THE WOODSTOCK WAY IS...

W I F I

Wisdom Innovation Fun Integrity

As an IT company, the acronym WIFI was an obvious choice to explain our values

**Wisdom** Our in-depth, comprehensive knowledge of the latest cutting-edge IT security systems means we can ensure that our clients always benefit from the best IT support package for their needs.

**Fun** Although we're a hard-working bunch, we do believe in having fun while we work and try not to take ourselves too seriously. This is reflected in our excellent staff retention rate.

**Innovation** We keep abreast of the latest developments in IT infrastructure security and love coming up with new and innovative solutions to our clients' IT security problems.

**Integrity** Honesty and reliability underpin everything we do. We pride ourselves on consistently delivering on our commitments so that our clients can trust us to take care of some of their most important assets.

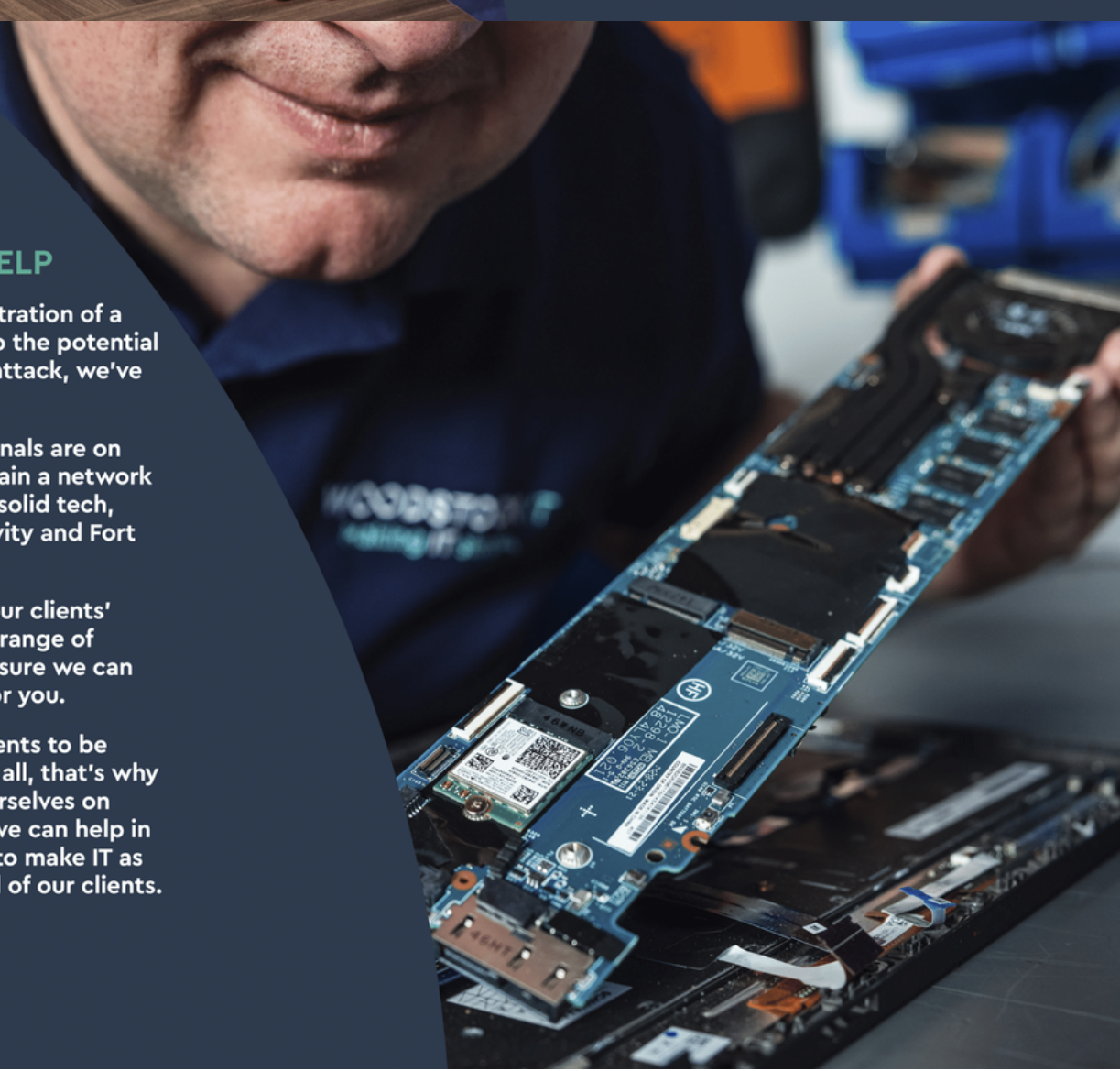
HOW WE CAN HELP

From the crunching frustration of a slow-running network to the potential catastrophe of a cyber attack, we've got your back.

Our team of IT professionals are on hand to build and maintain a network you can trust with rock-solid tech, rocket-fuelled connectivity and Fort Knox security.

Our mission is to solve our clients' problems, so we offer a range of services and plans to ensure we can find the right solution for you.

We don't expect our clients to be computer literate. After all, that's why we're here. We pride ourselves on always explaining how we can help in plain English and strive to make IT as simple as possible for all of our clients.



# Case studies

A case study is a great way of demonstrating how your business has helped a client overcome a particular challenge. It clearly explains out how your products or services were able to solve the client's problem, and the results.

This section includes three case studies that I have written for a retail design company that has worked with some high-profile brands. They each outline the client's problems and how the company resolved them.





# Example 1

*Superdry is a UK clothing brand and retailer based in Cheltenham in the UK. It is known for its combination of vintage Americana-style with Japanese graphics. Opening its first store in 2004, Superdry was born out of two other brands – Cult Clothing and skate-wear brand Bench. It currently operates in 53 countries in 231 owned stores and 475 franchises and licences globally. Its core values are based on innovative, high-quality design, excellent value for money and sustainability.*

## The Introduction

KSF has worked with Superdry since 2015, producing a full range of fixtures for + 200 items and managing + 230 deliveries to + 200 locations in 18 countries. In addition, KSF directly supports 88 franchise stores spread across China and East Asia.

## The Problem

Superdry was looking to expand its operations and wanted to work with a partner vendor that could:

- Design, prototype, produce, store, deliver and install a raw rusted finish for its shop displays in keeping with its industrial shop design style
- Support its fast global expansion to strategic areas of Europe, North America and Asia
- Ensure the fast dispatch of store fixtures to ensure store openings could take place at short notice in widespread geographical areas
- Manage production centrally instead of expensive local suppliers to cut costs, ensure consistent quality and ongoing flexibility
- Provide services locally and support franchisees in Asia

## The Brief

The brief provided by Superdry contained several components related to the provision of in-store displays. The brief ranged from designing products aligned with its values of innovation, high-quality design and value for money to manufacturing, distributing and delivering them as efficiently as possible to meet its commitment to sustainability across all its operations.

The brief comprised the following parts:

- Manage the value engineering, prototyping, volume production, warehousing and distribution and shop fit-out of store display products in +200 global locations in +230 delivery batches to 18 countries and regions, including China, which has 88 stores
- Ensure fast rollouts at short notice to key stores and franchisees in Europe, North America and Asia
- Design, produce, deliver and install display units with a raw rusted finish without the units themselves being prone to rust
- Solve the problem of payment collection for props in domestic stores for customers and technically solve Superdry's production problems

## The Insights

KSF was the perfect partner to solve Superdry's in-store display problems as it had worked with several other retail clients on a global scale and provided turnkey solutions to a variety of retail sectors that comprise British design, Chinese production, global logistics management, deliveries to stores and final installation of display items.

More specifically:

- KSF was able to leverage its **expertise** in global store/capital equipment rollouts
- KSF provided a **full suite of services** with central production and warehousing
- KSF were able to ensure **fast store openings** with 'drop-and-go' services
- KSF worked closely with a service partner and all of the project's **stakeholders** to make sure the project ran smoothly

# Example 2

## **Farrow & Ball: create a single window display in collaboration with Liberty that can be replicated and deployed in all F&B stores worldwide**

### **The Introduction**

Farrow & Ball is an iconic, world-renowned English company that produces premium brand paints. Its paints have an eco-friendly water base to create beautiful and sustainable interiors effortlessly.

Each shade is created at Farrow & Ball's production plant in Dorset, England, from the finest responsibly sourced ingredients according to a process that has been perfected over 75 years. The company has showrooms in carefully selected locations across the world, with 32 in the UK, 6 in France, 5 in Germany, 15 in the United States and 1 in Canada.

### **The Problem**

Farrow & Ball wanted a premium finish window display that showcased its 'Curated by Liberty' range that combines Farrow & Ball paints with complementary Liberty fabrics.

The display needed to be rolled out to all its stores globally to ensure brand consistency and highlight the superb, high-quality finish of its paints.

Ideally, it wanted to achieve this by outsourcing the development, production, distribution, and installation of its window displays to a single provider.

### **The Brief**

Create a turnkey solution to highlight Farrow & Ball's 'Curated by Liberty' collection designed in collaboration with Liberty of London for its window displays that can be installed in all Farrow & Ball stores worldwide.

Farrow & Ball's window displays have previously been designed by local printers and arranged by store staff.

### **The Insights**

The project concept involved window displays that comprised lightweight display cubes that contain the latest paint range alongside coordinating fabrics developed in conjunction with Liberty. The paint tins also featured a print of the Liberty fabric pattern.

Some stores also opted for a more elaborate display with a furniture arrangement. This includes a plinth, a chair and a table that showcases the fabrics on cushions and a footstool.

The client provided the creative and generated the final artwork, while KSF Global worked on a kit list per store brief generated from visuals of the windows supplied by the client.

The production requirements were finalised from the store kit listings, and then we took care of the logistics of shipping the kits to all Farrow & Ball stores in the EU and North America, including managing all the customs and duties requirements, which was not an insignificant task!

### **The Solution**

We organised the delivery logistics of the window displays throughout Europe and North America with a different setup for each store.

We received the kit on site in the EU and America and took each one to every store in the UK.

# Example 3

## HUNTER BOOTS: ECO-FRIENDLY, ADAPTABLE FLOOR-STANDING POP DISPLAY FOR NEW SEASON HIKER BOOTS

### The Introduction

Hunter Boots is a British company founded in 1856 and headquartered in Edinburgh, Scotland. Best known for its iconic rubber Wellington Boots, it holds two Royal Warrants of Appointment to HM The Queen and HRH The Duke of Edinburgh.

Hunter Boots is committed to creating products for intrepid adventurers and lovers of the great outdoors that provide the best protection, the latest weatherproofing technology and exemplary workmanship. It also undertakes to protect the environment by using sustainable, eco-friendly materials.

### The Problem

As a trusted partner for their in-store marketing, Hunter Boots asked KSF Global to help them create an eco-friendly, versatile, floor-standing POP display for their latest season of hiker boots to be rolled out to showrooms globally. The deadline was tight and the on-time delivery for the global production launch meeting and the showroom of global dealers were critical for securing orders.

### The Brief

- Display to be made from sustainable materials
- Display to be versatile to be able to accommodate different boot sizes and heights
- Display graphics and labelling must be easy to update for new lines
- Meet the tight lead time for prototyping and approval
- Manage production and logistics to regional distribution centres in Japan, USA, Germany and the UK

Hunter Boots is committed to playing its part in protecting the environment. Therefore, the boot display needed to be made from a sustainable material, as well as being versatile enough to display different boot sizes and heights. The graphics on the display and the product labelling also needed to be easily updated and refreshed to showcase future ranges of Hunter boots.

The company also had a tight lead time for prototyping and approving the sample before the global product launch. Hunter Boots approached KSF Global to seek our help by asking us to provide a conceptual design proposal and work with their global marketing team throughout the project from the design right up to approval.

### The Insights

To tackle the issues involved and meet the customer's time requirements, KSF Global assembled a task force which comprised three components: creative, development and project management to assess the job brief and timeline.

First of all, we proposed and agreed a Critical Path Analysis (CPA) with the customer in order to work collaboratively with them to meet the critical product launch deadline.

Our next step involved organising a joint meeting which included our designer and the customer's team for optimum productivity and to enrich and redefine the brief provided to give a clear direction from the get-go and avoid both sides wasting time going back and forth with questions and answers.

KSF Global was able to overcome the technical difficulties of having a natural raw material finish and spray painting on one surface, which the customer had requested, and provided innovative solutions to easily manage the shelves of product categories in different colours.

We also fast tracked the development of the design allowing extra time for the tight prototyping lead time. By being able to use our production facilities in China, we were able to offer an affordable manufacturing cost for this job, at the same time as providing a high standard of joinery details.

Finally, we minimised the logistics costs by distributing the whole batch from China to Japan, the USA, Germany and the UK as a whole.

# Marketing emails

Marketing emails are a string of emails that increase in intensity and encourage people on a company's mailing list to buy their product or service. The marketing emails shown here were written for the same client (a commercial energy provider) and are sequential.



# Example 1

## Email One:

Subject: 3 Ways to Ease Financial Pressure on Your Business

Email:

INDUSTRY SPECIALISED SECTION (only one section to be used):

- OFFICES: We know running a busy office means computers, printers, lights, and other devices are plugged in and in constant use. Wouldn't it be great to know you're not paying over and above for this privilege?
- MANUFACTURERS: We know machinery, computers, lighting, safety systems and other items are constantly burning energy within your business. Wouldn't it be better to know that you have secured the best rates in advance?
- HOSPITALITY: We know that the energy supply for your business accounts for most of your outgoings. Public areas & kitchens are constantly burning energy in your business. Wouldn't it be great to increase your profit margins here?

The last year has been challenging (in/for the Hospitality/Manufacturing sector/managing office spaces) so wouldn't it be great to know you've secured the best rates & services possible over the next few years?

Energy prices will continue to rise as we emerge from Covid-19. Now is the best time to look at saving money on your commercial bills.

### 3 Ways we can reduce financial pressure and stress on your energy management:

- Offer you a FREE review of your current bills.
- Fix your new rates now for when your contract ends (up to 12 months in advance)
- Assign you a dedicated Energy Consultant to speak to who understands your account.

### 2 easy options:

- Reply to this email with: FIND OUT MORE

or

- Complete the form here: <https://www.fullpowerutilities.com/joannabremner>

What my clients say:

"I have met with Jo a number of times and her knowledge of the energy markets is unparalleled. This places her perfectly to provide the best information for commercial and green energy and ultimately provide the best value to her clients, I can't recommend her highly enough."

John Oakes ~ Dalrod Ltd. Brighton

"Great working with Jo - always very professional and responsive. She certainly knows her stuff about the energy market and how to get the best deal."

Clare Puplett ~ Optimum Media services, Hailsham

"Jo is highly professional and friendly, and she will almost save you not only money, but time in sourcing the best energy deals for your business."

Lee Courtney ~ Prosper Home Loans, Eastbourne

"It is so rare to find a person prepared to take the time to understand your requirements and propose a serious solution. Joanna helped a good friend of mine who operated a chip shop and Chinese takeaway. A business struggling through the effects of Covid. Jo was able to secure not only a better rate but even keep him with the same supplier whilst saving nearly £800. You may think you have got the best deal, but well worth getting Jo to do a FREE review. Thoroughly recommend."

Jon Shortell ~ Movo Insurance Brokers, East Sussex



# Example 2

## Email Two - No Read Receipt:

Subject: How To Increase Profit By Taking Control of Your Energy Costs Post Covid-19

As business owners, we understand that life's been tough these past few months and this has most likely affected your figures for 2020/21. Reducing your outgoing costs can help you to recoup some of that lost revenue.

INDUSTRY SPECIALISED SECTION (only one section to be used):

- OFFICES: As staff begin to return to the office and use equipment such as computers, printers, lighting and other devices, your energy bills are going to increase again. Wouldn't it be great to know you're not paying over and above for this privilege?
- MANUFACTURERS: As staff begin to return to the business and production increases along with use of machinery, computers, safety systems and other items, wouldn't it be better to know that you have secured the best rates in advance?
- HOSPITALITY: As staff and guests alike begin to return and business picks up, your energy bills will increase too. With kitchen, bedroom and public areas needing a constant supply, wouldn't it be great to increase your profit margins here?

With energy prices set to rise as we emerge from Covid-19, now is the time to look at saving money on your commercial bills.

I'm Joanna Bremner, your Full Power Utilities representative in Sussex, my role is to help businesses save money on their gas and electricity bills. As a company, we are well established with over 20 years of industry experience.

We can help to reduce the financial pressure on your business by:

- Offering you a FREE review of your current bills
- Fixing your new rates for the length of your contract (up to 3 years!)
- Assigning you a dedicated contact to speak who knows your account

Not only that, but Full Power Utilities has also partnered with CBN Expert.

When it comes to tackling climate change we, as business owners, have a big part to play and CBN Expert can help you start your journey towards Net Zero.

Founder James Napier, explained how the platform works:

'The dashboard allows companies to easily and simply measure, track and report the carbon emissions in their business to all of their stakeholders!'

To find out more about any of our services, there are two easy options:

- Reply to this email with: FIND OUT MORE
- or
- Complete the form here: <https://www.fullpowerutilities.com/joannabremner>

I'm here to answer any questions you might have about our services, please feel free to reply to this email or call me on 07800575959.

It's time to save you money!

Joanna Bremner  
Premier Introducer  
Full Power Utilities

P.S. Did you know about the new carbon initiative from the government? Read more here - <https://www.fullpowerutilities.com/fnz>

To Unsubscribe, please reply: UNSUBSCRIBE

## More Google Reviews

We have a wealth of experience in helping businesses at a time when they need it most. Isn't now that time? With our service being completely free to you, what's stopping you?

I'm here to answer any questions you might have about our services, please feel free to reply to this email or call me on 07800575959.

It's time to economise!

Joanna Bremner  
Premier Introducer  
Full Power Utilities  
07800575959

P.S. Do you know about the Net Zero 2050 carbon reporting initiative from the government?  
Read more here - <https://www.fullpowerutilities.com/fnz>

To Unsubscribe, please reply: **UNSUBSCRIBE**

# Example 3

## Email Two - Read Receipt Received:

Subject: How To Increase Profit By Taking Control of Your Energy Costs

With life beginning to return to some sense of normality, we are urging you to take advantage of the free energy supply review currently available from Full Power Utilities.

Energy costs will be rising as we emerge from Covid-19 so now is the time to secure the best rates for as long as possible.

As business owners we understand that life's been tough these past few months and this has most likely affected your figures for 2020/21. Reducing your outgoing costs can help you to recoup some of that lost revenue.

INDUSTRY SPECIALISED SECTION (only one section to be used):

- OFFICES: As staff begin to return to the office and use equipment such as computers, printers, lighting and other devices, your energy bills are going to increase again. Wouldn't it be great to know you're not paying over and above for this privilege?
- MANUFACTURERS: As staff begin to return to the business and production increases along with use of machinery, computers, safety systems and other items, wouldn't it be better to know that you have secured the best rates in advance?
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- Reply to this email with: FIND OUT MORE

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- Complete the form here: <https://www.fullpowerutilities.com/joannabremner>

I'm here to answer any questions you might have about our services, please feel free to reply to this email or call me on 07800575959.

It's time to save you money!

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Full Power Utilities

P.S. Did you know about the new carbon initiative from the government? Read more here - <https://www.fullpowerutilities.com/fnz>

To Unsubscribe, please reply: UNSUBSCRIBE

# Press releases & social posts



A press release is copy that is written with the intention of making an official statement delivered to members of the news media for the purpose of providing information, creating an official statement, or making an announcement. Social media posts are used to promote a company and build an audience.



This can be done by introducing a new product or service, making an announcement, demonstrating your expertise by providing valuable information about your industry or offering free tips and expert advice, among other things.



The contents of this section include a social media post for an HR consultancy company celebrating 4 years of trading and a press release about a retail design company's new partnership with three accompanying social posts.

# Example 1

We have something to celebrate... 🥳 Hive is 4 years old this month! 🎉

I wanted to share some of our achievements over the past four years with you...

- ✅ For 3.5 years it was just me - now we are a team of 5 experienced HR professionals helping more clients and providing a comprehensive suite of HR services
- ✅ We now have an office in Horsham with a gorgeous yellow sofa which provides a comfortable, private space to meet clients in a relaxed environment and enjoy a cup of tea and a snack ☕
- ✅ Last year we launched a new recruitment service so we can now offer clients the added value of a seamless, stress-free recruitment experience that saves them time and removes the headache of hiring new staff
- ✅ We have formed some great software partnerships so we can enhance our offer by accessing our clients' data to optimise workflows, increase efficiency and suggest improvements
- ✅ We have managed to grow our client base, whilst still focussing on the needs of existing clients
- ✅ We now have a fantastic hand-picked team that shares HIVE's core values and desire to go that extra mile. They each bring different skills and backgrounds so HIVE can grow organically and add more value 😊

I can't wait to see what the next 4 years will bring! 🚀👍

#HR #hrinsight #hrexpert #hrexecutive

## Press release

### **A strategic partnership to offer enhanced technological solutions KSF has partnered with touchscreen industry leader ELO**

KSF Global is excited to announce its recent partnering with ELO, a global leader in touchscreen solutions, point-of-sale systems and digital signage. ELO's products are designed in California and are robustly built to be durable. KSF Global has offered technology solutions for some time but now, thanks to this new partnership with ELO, which is a trusted and well-respected technological solutions provider, it has expanded its offering to include a wider range of products supported by the very last technology available.

This partnership now means KSF Global can provide its customers with a comprehensive retail technology suite of products incorporating all the latest technological developments in the area of point-of-sale terminals, endless aisle solutions and retail displays, to name but a few. Retailers and brands seeking to sell their products using the latest in-store technology and improve their customer experience overall can now benefit from an extensive range of touchscreen products that attract customers, are easy to use and ultimately help increase sales. To find out how some of KSF Global's customers have benefited from introducing innovative technological solutions into their stores, visit the case studies page on the KSF Global website.

The new range of touchscreen technology solutions offers the flexibility of either being introduced as a complete solution or integrated into existing retail systems or product displays to enhance the customer experience. The whole team at KSF Global are excited about exploring the possibilities offered by these new solutions with existing and new clients to find ways in which current configurations and retail displays can be improved to offer its customers an even better experience.

KSF Global is a leading retail design agency, delivering attractive retail display solutions for global brands, retailers and trade agencies. It benefits from British design coupled with Chinese manufacturing capabilities, making it able to provide end-to-end retail design solutions.

Contact us today by visiting our website at [www.ksf-global.com](http://www.ksf-global.com), calling us on +44 (0) 8450 944 699 or email us at [info.eu@ksf-global.com](mailto:info.eu@ksf-global.com).

Marketing email

**Subject: KSF partners with leading retail technology solutions provider ELO**

KSF Global is excited to announce it has recently partnered with ELO, a global leader in retail technology solutions, such as touchscreen point-of-sale terminals and digital signage.

KSF Global has offered technology solutions for some time but now, thanks to this new strategic partnership with ELO, it has expanded its offering to include a wider range of products to help new and existing clients provide a better customer experience in their stores. The flexible new range of touchscreen technology solutions can either be introduced as a comprehensive solution or integrated into existing systems to enhance the customer experience.

To find out about the benefits KSF Global's customers have received from investing in innovative technological solutions in their stores, visit the case studies page on the KSF Global website [insert link].

### **Social post 1**

Exciting times ahead as KSF partners with ELO, an industry-leading technology solutions provider

KSF is happy to announce that, thanks to its recent partnering with ELO, it can now offer its customers even more options for enhancing their customer experience.

Check out some of the innovative technological solutions we can offer through our partnership with ELO

- Digital signage
- Self-checkout (SCO)
- Advertising
- POS
- Endless aisle
- Product info
- Price checker
- Gift registry

Contact us today to find out how we can improve the customer experience in your stores.  
#retailtechnology #retaildesign #retaildesignsolutions

### **Social post 2**

Do you have an endless aisle solution?

Would you like to find out how it can boost your sales?

Check out our endless aisle solutions here [insert link]

Following our recent partnership with ELO, we can now offer the very latest technological solutions that can either be installed from scratch or incorporated into your existing infrastructure.

Our team is available today to explain how the right mix of virtual technology in a brick-and-mortar store can increase conversion rates and improve your sales.

Call us now to get a quote for your endless aisle solution

#retailtech #retailtechnology #retailsolutions

### **Social post 3**

Is it time you upgrade your POS system?

Are you fed up with unresponsive bar code scanners?

Does it take too long to look up an item?

Or maybe you would like a faster payment processing system...

Our POS software makes scanning, searching, and processing easier than ever and following our recent partnering with ELO, the leading retail and POS technology solutions provider, we can now offer our customers the very best solutions the market has to offer.

So, whatever your POS challenge talk to us to find out how we can improve your POS system or upgrade you to a brand-new system designed using cutting-edge retail technology solutions designed in California and built to last.

Contact us today to talk to a member of our team about the right solution for your store.

#poshardware #retailtechnology #retailsolutions



# Website copy

“The purpose of website copy is to sell a product or service. It is written with a specific customer persona in mind and includes keywords, customer pain points, features, benefits, solutions and calls to action.

The website copy included in this section has been written for a variety of businesses from different sectors, all with their own unique target audience in mind and distinctive tone of voice.”



## Add value with a bespoke human resources support service

Do you want to add value to your company with personalised HR packages that suits your budget and requirements?

Are you tired of trying to do everything yourself? Would you like HR support from a company based in Sussex that works with clients across the south-east of England that can identify any problems before they happen and avoid unwanted disputes?

At Hive HR Solutions we understand that in order to have satisfied customers you need to ensure your staff are happy, which is why we provide a comprehensive suite of human resources management services for small and medium-sized businesses.



Call now to find out more about our HR support services

Contact us

## What people say about Hive HR Solutions



5.0 ★

**TSO Services**

"It has been a pleasure to work with the team at Hive HR Solutions"



5.0 ☆

**Gourmet Chef**

"We have found Hive HR Solutions to be a fabulous resource for our modest sized catering business"



## Efficient use of your time through regular HR support meetings

How would you like the reassurance of knowing that your human resources needs are being tackled once a week in one hit? Would you like your HR issues to be pre-empted and addressed by someone who understands your company's HR needs?

As a regular client you can benefit from weekly meetings - or at a frequency that best suits you - to discuss your current and future HR needs. We will organise the meeting, from writing the agenda to identifying the actions. All you have to do is show up, we'll take care of the rest.

# ELEGANT FURNITURE SOLUTIONS

Welcome to Collaborate

ON-BRAND, INNOVATIVE  
FURNITURE SOLUTIONS  
PROVIDED BY A  
PROFESSIONAL,  
EXPERIENCED TEAM OF  
EXPERTS

# 3000+

PROJECTS COMPLETED

#### Why choose Collaborate?

Honesty, transparency, and personal relationships are the pillars on which we have built our business. With an in-depth knowledge of the office furniture market, we can find the perfect solution to all your office furniture needs, on time and on budget. We have a keen eye for detail and will negotiate the best price for the highest quality products for your budget and timescales that offer comfort, functionality, great design and brand consistency.

#### What makes us unique?

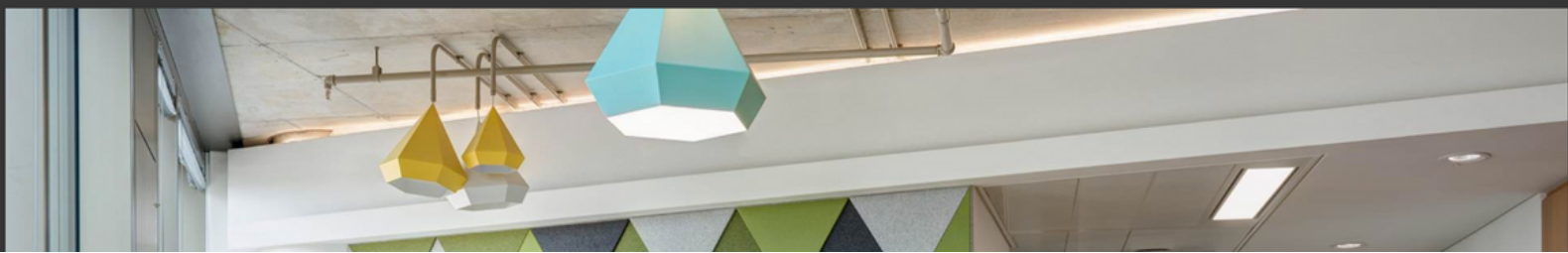
We believe in building long-term relationships based on trust with our customers and our partner suppliers. Every project is championed by a Collaborate Director, whose task it is to ensure that everything runs smoothly. We also have over 300 dependable supply partners to call on, who we have worked with for several years so we can offer you the broadest and best range of furniture options available from the whole marketplace.

[DISCOVER MORE ABOUT US](#) >

#### PROJECT EXPERIENCE

## PROVIDING A SEAMLESS COMMERCIAL FURNITURE SOLUTION

We've worked on more than 3000 projects since 2009, from large corporations relocating 100s of staff, to start-ups with a handful of staff. Our projects have included brand new office installations, relocations and refurbishments. We always consider our clients needs in terms of budget, functionality, lead times and end-user comfort, while staying true to their brand.





# Your Reliable and Trusted Shoreham-by-Sea Locksmith

Seymour Locksmiths in Shoreham-by-Sea provides a same day professional locksmith service.

- ✓ No Call-out-Charge
- ✓ No VAT
- ✓ 24/7
- ✓ Same Day Service
- ✓ DBS Checked

Call us on 01273 465 336

Request a call back



Seymour locksmiths is your local, reliable locksmith on call 24/7 for all your locksmithing needs including emergency call outs at competitive rates.



## Why choose Seymour Locksmiths?

Welcome to Seymour Locksmiths! We are a local, independent and **professional locksmith in Shoreham-by-Sea**, in West Sussex. As we are based in Shoreham-by-Sea we can respond quickly to all locksmith needs in Shoreham-by-Sea and the local area and get you back in your home promptly so you don't have to waste your time waiting around. Our goal is to be with you **within 30 minutes of your call**, leaving you more free time to go for a run, walk the dog or take the kids out.

So, whether you're **locked out of your house, flat or business, lost your keys, broken a key** in your lock or your **door or window** simply won't lock, Seymour Locksmiths in Shoreham-by-Sea can help.



## Voiceover Artist London

Hi there, I'm Vanessa Milchrahm, a professional actor and voiceover artist based in London, England. I haven't always lived here though. I was born and raised in Vienna, Austria, so my first language was German, which I speak fluently.

I then studied Acting in the USA, first at the University of Los Angeles and then at the University of Chicago. My American accent is described as **deep, warm, confident and exact**.

[Call me](#) to discuss your voiceover project.

### WHY WORK WITH ME?

As a trained actor to degree level - I was awarded a BA (Hons) in Acting from UCLA - I can provide voiceovers for all types of videos, from **corporate to radio and TV commercials and e-learning** videos. My 'playing age' is 25 to 35 years old. I am passionate about my work and am excited about voicing your message to your target audience.

### VIDEO VOICEOVERS GENRES

I can use my voice's **warm, deep tone** to reassure your audience and connect your prospects and clients with your brand and message. Or I can use a confident and precise tone for corporate and technical videos that require a more serious tone and often use my comforting voice to add clarity to complex ideas and complicated terminology.

Click [here](#) to listen to my voiceover reels separated by genre.

### HOW DO I RECORD MY WORK?

Some of my clients prefer to direct me in their own studio or one they have hired. This works fine for me, but if you have a tight deadline or are not based in or around London, no problem!

I have my own broadcast-quality home studio fitted with the latest recording equipment for high-quality voiceover recording. I can self-direct and usually complete the voiceover in one take. I am reliable and trustworthy and the perfect choice for all your voiceover work that requires an American or German voiceover artist, wherever you are in the world.

### WORK WITH ME FROM ANYWHERE IN THE WORLD

I'm not limited by geography as I have my own professional home studio where I can record your video and self-direct. Alternatively, I can come to your studio, and you can direct the video yourself or ask a member of your team to take care of the direction.

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02033933973



info@arc-wts.co.uk



ARC Writing and Translation Services  
124 City Road, London, EC1V 2NX

