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JANUARY 2005

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BUSINESS PROFILE

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Hello! I'm a freelance copywriter. "Great! What exactly does that mean, Keith?" you ask. Well, I write stuff to help businesses of all sizes present their products and services persuasively to customers and prospects.

"Fantastic! What kind of 'stuff', Keith?" you say, "Oh, and is 'stuff' really an appropriate word to use when talking about your business?"

OK, I admit 'stuff' is fairly informal - but that's much better than 'stuffy', wouldn't you agree? We're among friends here in good old SBC News, after all, and I'm going for a chatty and relaxed style on this one. Please, bear with me.

So then, I've written all sorts of 'stuff' in my time, from sales letters to catalogues, websites and newsletters. I've done formal (corporate brochures) and very informal (holiday brochures), serious (business proposals) and funny (best man's speeches), all with one common aim - selling my customers to their customers.

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"Right, Keith - better get to the point, before you run out of space here," you smugly point out. Thanks for the advice - if you didn't keep chipping in, dear reader, I might just get there sooner. Talking of sooner, whenever you find yourself having to produce promotional material, or any other form of communications with your customers, it will be much quicker to hire me than to agonise over writing it yourself.

"Are you - expensive?" you gulp. Well, I always tell customers I produce copy that's cheap, fast and brilliant, but they can only have two out of the three, as in 'If it's fast and brilliant, it won't be cheap.' Use that one with your own customers when they ask you how much you charge, with my compliments!

Remember that Bee-Gees' song? 'Words are all I have / to take your heart away.' (Aw shucks, I'm such an incurable old romantic!) The point is, you absolutely have to get your message across, and persuade your customers to get up and do something as a result: buy your product, enter your competition, visit your website, or whatever .

Words really are your best ammunition. And that's my business: making words work harder for you!

Keith Grover, FreelanceCopy.co.uk
kgrover@ndirect.co.uk Tel: 01932 845814
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



The Data Storage Specialists

JANUARY 2005 EVENTS IN SURREY

D	ORG	EVENT TITLE	PERIOD	PLACE	VENUE	m	*COST	nm
4	SBC	Are you maximising your sales potential?	Evening	Dorking	Royal Sch Church Music	Included	*Free/£15	
11	BLS	Paris France Mini Mission	Morning	Woking	Business Link Offices	-	Free	
17	BLS	Critical Factor Workshop	All day	Woking	BLS Offices	-	Free	
18	SBC	Bowling & Meal (Leisure Circle)	Evening	Guildford	Spectrum Leisure Centre	#£9 + meal		
	BLS	Making Sense of Business	All day	Redhill	Nutfield Priory	-	Free	
	UniS	Surviving the Race	Breakfast	Guildford	Cathedral Refectory	-	Free	
	CIM	Market Communication; The Essential Element	?	?	Merton Chamber of Comm	-	Free	
20	BLS	Be Your Own Boss	All day	Epsom	Town Hall	-	Free	
	BLS	Be Your Own Boss	Morning	Woking	BLS Offices	-	Free	
24	BLS	Be Your Own Boss	Morning	Basingstoke	Basingstoke Council	-	Free	
25	SCC	Strategies and Goals for 2005	Evening	Guildford	Guildford College	£17.50	£25.00	
26	SBC	Snooker (Leisure Circle)	Afternoon	Kingswood	Kingswood Golf Club	#TBA		
27	BLS	Making Sense of Business	All day	Horsley	Horsley Conference Centre	-	Free	
	SCC	Surrey Construction & Property Forum	Breakfast	Kingswood	Surrey Downs Golf Club	£17.50	£30.00	
29	BLS	Enterprise Show for New Business	All day	Aldershot	Princes Hall	-	Free	

FEBRUARY 2005 EVENTS IN SURREY

D	ORG	EVENT TITLE	PERIOD	PLACE	VENUE	m	*COST	nm
1	SBC	Speed Networking Workshop	Evening	Guildford	University of Surrey	Included	£10.00	
	SCC	How to Use Technology to Build Your Sales	Breakfast	Egham	Runnymede Hotel	£14.50	£20.00	
	UniS	Dress to Impress	Breakfast	Guildford	Cathedral Refectory	-	Free	
2	BLS	Making Sense of Business	All day	Guildford	Carlton Hotel	-	Free	
	BLS	A Customs Overview of Importing & Exporting	All day	Woking	BLS Offices	-	£17.63	
3	BLS	Investors in People - Starting the Journey	All day	Esher	Princess Alice Hospice	-	£235.00	
	SCC	'Cocktail Hour' (Networking)	Evening	Weybridge	Oaklands Park Hotel	£14.50	£20.00	
8	SCC	Partnering for Business Success	Breakfast	Guildford	Carlton Hotel	£14.50	£20.00	
10	BLS	Be Your Own Boss	Morning	Farnborough	Rushmoor Borough Council	-	Free	
	SCC	Pensions - The Final Frontier!	Breakfast	Camberley	Pine Ridge Golf Club	£14.50	£20.00	
11	BLS	Critical Factor Workshop	All day	Woking	BLS Offices	-	Free	

 Surrey Business Club (www.surreybiz.net/events)
 Business Link Surrey (www.businesslinksurrey.co.uk/events)
 Surrey Chambers of Commerce (www.surrey-chambers.co.uk)
 UniSdirect (www.unisdirect.com/happening)
 Chartered Inst. of Marketing, Croydon (www.cimcroydon.co.uk)

* Non-members attending Surrey Business Club monthly meetings may attend one meeting for free, and either join or pay £15 for subsequent meetings.

SBC 'Leisure Circle' events are at cost price and open to all.

+ All prices include VAT where applicable m= Members nm= Non-Members


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