

Richmond Copywriting

Work samples

These are a few projects I have worked on recently:

whitepaper; blog post; online training copy; hearing aid copy

Please contact me for examples of other work or to discuss your project:

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### What is a whitepaper in the digital sense?

Businesses use whitepapers to explain their operation to others – commonly when they want to get funding. Usually it will contain background information, details about the key players, USP, place in the market, sales projections etc, with financial statements to back it all up.

The task:

I wrote a whitepaper for business ABC, a technical start-up. I had to sign an NDA, so I can't tell you too much. The paper was 15 pages long and 12,000 words. We had two minor revisions. I worked in InDesign, so the designer could do the same. When the work was finished, the client had the InDesign file that they could amend if they wished before producing hard copies.

Whitepapers, by their nature, can be a bit dry and word and figure heavy, so it's a good idea to break up the text with infographics and tables and diagrams. It also helps if the paper is well designed, not just a Word document.

For business ABC, I worked with a graphic designer I know. We used the company's corporate colours, which worked well.

The work took about 10 days, with two minor revisions. One member of the client's staff was appointed as sole point of contact to avoid the 'changes by committee' scenario.

We were on a tight time scale but delivered on time and to brief.

Client testimonial:

*"We recently hired Olivia to write and design our business plan whitepaper using InDesign. This was delivered on time and exactly as per our spec... I would hire Olivia (Richmond Copywriting) again without hesitation. Also credit to the graphic designer Olivia sourced for us..."*

Richmond copywriting blog post sample:

I was asked to write three blog posts a month (through an agency) for a fintech who specialized in outsourcing. Happy with my work, they then had me under contract for several months. I had to sign a non-disclosure agreement (NDA), so I can't tell you too much more. I supplied up to 500 words; sometime the client supplied the topic, other times I did.

Why blogs?

They can link to your website (amplified by social media) and enhance your brand awareness. In a crowded digital world, blogs should be both useful and interesting.

## **6 reasons you should stick with what you are good at**

### **You'll suffer from burn out if you don't delegate or outsource**

When a company is in start-up mode, it's often all hands to the pump, certainly in the early days. However, trying to do everything yourself in the longer term is unsustainable. Whilst it's important in your business for the main parties to understand *how* all the different finance functions work, you don't have to *oversee them* all yourself.

### **You'll have more time to do the things where you shine**

Which is why you set up the business in the first place. The things that don't come naturally (such as finance) will take longer to get your head around, you'll find the work less interesting and it limits the amount of time you have to spend on your strengths. Even if you have the latest software for your finance department, it may quickly become a compromise and become outdated; outsourcing could ameliorate this risk.

### **Your business needs you to be strategic**

You need to keep on top of things and give strategic direction, not be continually distracted by minor financial issues that could be dealt with by outsourcing some of the more routine finance functions, such as accounting outsourcing.

### **Your staff will be happier**

Outsourcing the things your small staff team struggle with – the menial tasks that could easily be done elsewhere by outsourcing – will mean a happier workforce. Staff prefer to be left on to get on with the specialist job that they have been trained to do, rather than mind-numbingly monotonous tasks that suck the life out of them. ‘Whilst manual double-entry bookkeeping has been practised for centuries, this does not rule out being open to adaptability.’ (1.8.3 The Finance Function: A Framework for Analysis ICAEW 2011)

### **Your staff will have time to produce meaningful financial reports that could future proof the business**

If you have outsourced some of the finance functions, your staff will have time to gain an overview of the business finances more closely and make recommendations. A good finance team is at the heart of any business; don’t let yours be bogged down with time consuming activities that could easily be outsourced. As early as 1998, in a report by KPMG, it suggests that responsibilities for finance could move outside the department with transactional processing being outsourced, while *decision support* is integrated into the business.

### **Your customers will love you**

Accurate purchase orders, timely invoicing and the resultant smooth running of the finance operation through bespoke outsourcing will release your staff to do things that computers cannot – be the friendly, unharassed voice on the end of the phone, having the time to deal with queries pleasantly face to face and generally giving a good impression of your new slick finance operation in particular, and the business in general.

## Richmond Copywriting online training content:

I was asked by an online training company to write a training module for travel agents. There is a lot to absorb for the agents, so I tried to condense the raft of information I was sent. There were six modules, and this is the concluding one.

I have a testimonial from the client: (extract)

“Olivia observed the spec and objectives with providing exceptional content in a manner to suit the UK travel agents. I would highly recommend Olivia and thank her for the hard work on this occasion.” Natalie McLean OTT

## Top 10 tips on why to travel to Bahrain – Module 6

So why visit Bahrain?

1. Visit Bahrain if you dream of cloudless skies and sinking your toes into sandy sun-drenched beaches. As you've seen, our cluster of 33 islands has beautiful weather all year round which is a recipe for perfect desert island tranquillity.
2. Visit Bahrain if you appreciate a 4,000-year-old history; if striking burial mounds, ancient temples, historic forts and UNESCO world heritage sites entice the adventurer in you.
3. Visit Bahrain if you love the idea of exploring an astonishing water world full of sea creatures you'd struggle to find anywhere else on earth. From dugongs to dolphins, sea snakes to turtles, our marine life is spectacular.
4. Bahrain is just over a six-hour plane ride direct from London. It's also compact: once you're here you don't have to do much travelling to see the sights.
5. Our island nation is safe and welcoming; often it is the warmth and generosity of Bahrainis themselves that leaves an everlasting impression on travellers. We welcome people from all cultures and want to share what makes our home special with you.
6. The world-famous F1 Grand Prix holds a race in Bahrain. This sell-out sporting event attracts crowds of more than 90,000. If you want to smell the rubber, feel the exhilaration and see the impossible feats of skill and speed up close, Bahrain is the place to do it.

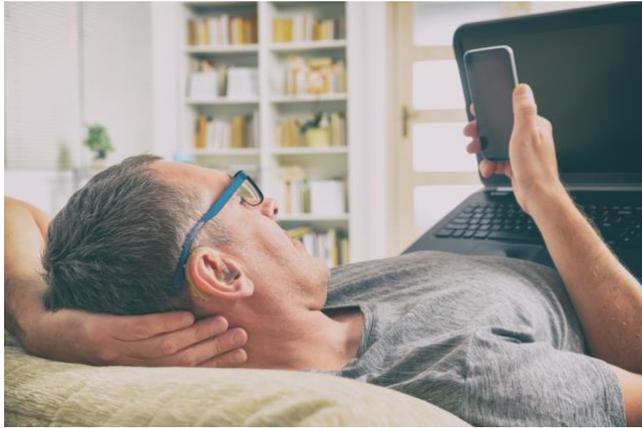
7. The Kingdom of Bahrain was the first to have a pearl diving industry in the entire world. 4,000 years have passed yet hidden treasures still await bold divers to pluck them off the sea bed.

8. Expect excellent shopping opportunities in Bahrain. We have everything from traditional markets in Manama, including the famous Gold Souq and the Kingdom of Perfume, to modern malls designed to be cool and comfortable.

9. Since our hospitality is second to none, it follows that our accommodation is the same. There's the luxury of hotels such as the Ritz-Carlton, which features not only a superb spa, private beach and swimming pool, but its own flamingos strutting through the gardens. Or try the exclusive beach apartments on Al Dar, where you can watch the blazing sun set over the sea.

10. Our diverse cuisine is something we're very proud of. It's evolved naturally from foreign settlers of centuries past. There are Middle Eastern, Italian, French, Indian, Lebanese and Portuguese influences to name just a few. Prepare for a sensory overload when you indulge your taste buds in our restaurants, markets and cafés. Ours. Yours. Bahrain.

## Richmond Copywriting hearing aid copy



I had to sign an NDA with a hearing aid supplier. Their USP was that the hearing aid could be operated by using a smartphone.

My task was to explain how the hearing aid worked.

I looked at the existing material and it was very tech heavy and complicated; yet the hearing aid itself was straightforward to use.

I tried to simplify the language and only mention the things that the average owner needed: how to fit it and how to adjust it.

I also thought of all the things most people wouldn't want to associate with a hearing aid and include these benefits into the copy. For example, the hearing aid is virtually undetectable in use and you adjust it with your smartphone, so no-one needs to know you are even wearing one.

I know a bit about hearing loss and how devastating it is not to be able to hear properly through an interview I did a while ago. I've also written some blogs about looking after your hearing aids during the holidays for an Australian website, so felt confident in tackling this topic.

Client testimonial: (extract)

*"Olivia helped us with a short project for writing some technical copy for our recently launched product. She was quick to understand what we were looking for."*

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