



## A copywriter you can depend on.

Whether he's writing for print or online, for IT or FMCG, Steve combines the lightest editorial touch with forensic attention to detail delivering press ads, PR features, direct marketing materials and digital content to accurately reflect (and quickly achieve) your communications goals.

With almost two decades of tactical marketing experience developed across a range of sectors including banking and insurance, transport and logistics, computer software and mobile telecoms, he has helped literally hundreds of firms - from small 'niche' companies to large trans-nationals - to refine their positioning, sharpen their message, build their reputation, and exploit new and lucrative business development opportunities.

### Steve's approach

Samuel Johnson believed that "promise, large promise, is the soul of an advertisement". Steve contends that **keeping promises** is the cornerstone of a successful advertising business. That's why, when he says he'll do something, he does it without prevarication or procrastination, demurral or delay.

He returns calls precisely when he says he will. He arrives at meetings fully briefed and on time. And when he tells you you'll receive a job on a given date, you can bet you will (if, that is, you don't receive it sooner).

Equally refreshing: once Steve receives a commission, he hits the ground running. Unless there's a campaign-critical issue that only you can resolve, you'll hear nothing until the first draft appears in your Inbox.

It's the way most clients like it.

Something else most clients like: Steve's competitive charging structure.

To keep his overhead to a minimum, Steve works from his own home-based office in Suffolk, England and onsite at his clients' premises throughout the UK and The Netherlands.

*For briefing and initial discussion, contact:*

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