

WORD SWORDS

Handforged, persuasive writings.



***Great copy persuades.
Great copy tells stories.
Great copy sells.***

What you say, how you say it, and then in turn what your audience sees, hears and thinks when you say it – **that's great copy.**



Creating a story is the first step to selling your ideas, products and services with power, persuasion and charisma. People want to be moved and inspired. They want to believe in something. Make them believe in you or your product with a strong story.

***Don't just tell the facts.
Tell a story instead.
People buy a story.***

Word Swords can create that story.

We paint word pictures. We craft brand, idea and product stories that sell and it's stories (not ideas, features or benefits) that are spread from person to person. We handcraft persuasive writings that inform, inspire and sell ideas, products and services - that **create customer devotees**. Don't have copy that just delivers information. Have copy that's intended to create a story, an experience of your product or service – one that leaves the reader inspired to buy.

The reason things taste better, sound better, look better and feel better is that people believe they should. They **BELIEVE the story** that goes with them.

***Every business has a story.
Let's tell yours together.***

**Our copywriting can only be as good as the brief we work from.
The best projects are borne from briefs that are open enough to inspire ideas, while being specific enough to feel workable.**

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Commercial writing is writing for businesses.

A copywriter or commercial writer writes 'copy' or text to help businesses talk to their loyal customers and more importantly, with potential customers.

Copywriting is not like normal writing. Copywriting is about writing *persuasively* so that the reader feels inspired or moved to do business with you.

**Great copywriting sounds like someone is talking to you,
*just you.***

We're here to help you talk with your customers – through websites, the print media and more.

That's why we offer a range of services that fall under five broad headings:

- **Copywriting**
- **Websites**
- **Editing services** – you write; we craft
- **Marketing materials** – plans, brochures, selling material
- **Corporate materials** – mission statements, reports, proposals, tenders

We're not closet novelists; our talents are better used elsewhere.

No, we're obsessed with in the best way to portray your business, not our own style.

We're interested in writing *copy to make money for you.*

Website copywriting	content that's punchy
Business writing	direct and organised
Professional editing	fixing, crafting and massaging
Brand plans	roadmaps to navigate
SEO copywriting	making your website Google-friendly
e-campaigns	readable, skim-able and clickable
Brochure copywriting	persuasive, inspiring and making money
Article writing	interesting angles
Newsletter writing	friendly, readable and interesting
Corporate identities	clear, concise and understandable
Reports, proposals	win that pitch

Different people need to be spoken to in different ways.

You do what you do best.

Let us take care of the rest. Words are our thing.

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