

# Make First Impressions Count

**T**he first contact point with your prospective customers – that all-important first impression – is usually through your business literature or website. Good design is one thing, but it's the words on the page that actually deliver the message. Are you sure those words are saying the right things about you and your business? If not, hiring the services of a professional writer could be the answer.

Fiona Seymour-Jesse Dip CW (Inst CW) of Bracknell-based SJ Copy explains: "It's important to ensure that your literature is well written, well presented and gets the message across. Choosing the right words make all the difference!" Using a professional writing

service is the sensible option for any business keen to ensure their literature is hitting the right target audience.

Many companies spend a lot of money on design and printing but try to cut corners by writing their own copy, which is often a big mistake. "Writing about your own business is always a challenge" says Fiona, "the tendency is to go into far too much detail, telling the reader absolutely everything you do, when all they really need is just enough to fire their interest and encourage them to contact you".

Based in Bracknell, Fiona is a fully qualified freelance copywriter and will shortly be writing for the new 'Finance' section on Business in Berkshire. She is a member of the Institute of Copywriting and has years of writing experience, ranging from the creative to the technical. She also has a degree in Information and Library Studies with an excellent track record for her thorough researching skills.

Fiona launched SJ Copy earlier this year and is carving out a reputation as a writer of concise, persuasive copy to suit the needs and budget of her clients. She is keen to work with businesses of all types and sizes "SJ Copy writes for everyone – whether you're a charity, hairdresser or door manufacturer, I'll make words work for you."

**To find out more about SJ Copy, contact Fiona:**

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