

**WHAT DOES
YOUR COPY
RIGHTER
LOOK LIKE?**



**YOUR
COPY
RIGHTER**

WHAT DOES YOUR COPY RIGHTER LOOK LIKE?

It looks a bit like the copy you'll find in this portfolio.

Not exactly like it, of course. Because your needs are different to everyone else's.

But your copy righter will still feature clear, memorable, even entertaining copy.

Copy that makes readers like, trust, and buy from you.

So take a look at some of the examples, and get an idea of what Your Copy Righter can do.

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SPINNING A WEB OF BUYS



Web copy is the sales person that never sleeps. It's the sales person that's talking to your prospect when you're not there. It's the sales person that works without supervision.

So the copy can't be good. It can't be adequate.

Your website needs to feature Your Copy Righter.

**YOUR
COPY
RIGHTER**

Follow clever
lines with
clear copy

WEB COPY THAT WORKS

How many brands do you see every day?

How many do you remember?

Web copy's most important job is to be memorable. Like the best sales person, they leave the customer with a feeling of trust and goodwill.

When I wrote the web copy for Penni and Jo Pickering, I wanted them to stand out amongst the competition. So I made sure they had a line that people would remember:

Two women. No middlemen.

Let's do the same for you.

TWO WOMEN. NO MIDDLEMEN.

Kabo Creative is a two-woman studio that creates beautiful websites and eye-catching design.

<I'm here for websites button> <I'm here for design button>

The Kabo Creative team is Penni and Jo Pickering. One website developer, one graphic designer & branding specialist.

That's it. No middlemen or account managers. It's just us, listening to what you want and creating what you need.

Outstanding brands. Eye-catching design. Well-built websites. All designed to help you meet your targets and grow your business.

"Kabo Creative are everything that you want from a website and design agency. The dynamic duo are wonderful to work with. They are knowledgeable, professional and our trusted partner. They assisted us with our rebranding and the process from start to finish was seamless."

Karl Chatterjee, Co-Founder, WNTD

WEBSITE DESIGN & DEVELOPMENT

Our web developer, Penni, builds WordPress websites that work.

That means they're easy to use – for both you and your customers!

But it also means they work hard for your business. With her background in marketing, Penni specialises in creating websites that nail your brief and fulfill your marketing goals.

<I want a beautiful website button>

BRAND IDENTITY & DESIGN

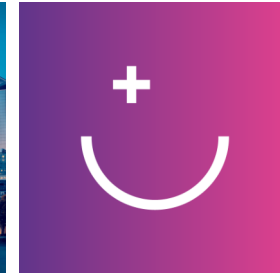
Our designer, Jo, is a design maven with a background in fine art.

That means she knows design is more than just making something pretty; it also needs to communicate well.

So whether you need an entire new brand or rebrand, or you have specific assets that need designing, Penni's got you covered.

<I want eye-catching design button>

OUR WORK



HAPPY CLIENTS

"Penni and Jo are wonders. Kind, attentive, smart – and just great people who do good work."

Penni has made a complex website easy to use for us. That's no small thing: her work has saved us many hours every week."

Joe Glover, Co-Founder of The Marketing Meetup

“Recently moved over to Kabo Creative and couldn’t be more pleased with the process. Super transparent, knowledgeable and responsive.”

Saskia Parks, Marketing Manager at Fluenta

“Awesome. These guys are the best. Caring, attentive, patient and bloody talented. Thank you so much.”

Michael Harvey, Sales & Lettings Director at Harvey Robinson

“Kabo Creative are everything that you want from a website and design agency. The dynamic duo are wonderful to work with. They are knowledgeable, professional and our trusted partner. They assisted us with our rebranding and the process from start to finish was seamless.”

Karl Chatterjee, Co-Founder at WNTD

“Penni is a pleasure to work with, she built our website and from the initial engagement was professional, efficient and highly responsive, delivering a fantastic result on time and on budget. Penni is technical but

has a fantastic ability to make it really clear what is being delivered.”

Darren Szukalski, Sales Director at 1823 Group

“Penni and Jo from Kabo Creative are absolute lifesavers! We were having some major issues with our website and they rose to the challenge exceeding our expectations. From our first meeting, it was clear that this team knew their stuff – I felt at ease immediately!

Thinking of working with Penni and Jo? Don’t wait, they’re the dream team! These two have a fantastic work ethic that’s sure to get you amazing results.”

Sarah Short, Company Secretary at face2faceHR

“We needed a brand new website that not only looked good but could also handle a fairly complicated customer journey and ecommerce set up. Right from the start Kabo were fantastic – they asked all the right questions about our customer and what the website needed to do, and they kept a focus on that throughout the project, helping us refine our ideas into a well laid out, conversion friendly website.”

Jodie Humphries, Marketing Consultant at Carters Steam Fair

ABOUT KABO CREATIVE

Helpful. Honest. Thoroughly brilliant 😊

That's Kabo Creative, AKA Jo and Penni Pickering. That's right, we're married. So we get to work together on fantastic website and design projects instead of arguing over how to load the dishwasher.

We founded Kabo Creative in 2017 after we realised our complementary skills would allow us to do what we love for a living.

Since then, working together (and the frank honesty that comes from being married!) has given us unique insights into each other's profession. It's made Penni a better developer. It's made Jo a better designer. And it makes for a smooth working relationship that saves our clients time and money, and gets them better results too.

And, because there's no middlemen in our two-woman team, we get to build long-lasting, friendly relationships with our customers.

Which we just love.

<I want to know more about Kabo Creative button>

WE CAN'T WAIT TO HEAR FROM YOU

Whether you have some questions or you can't wait to get started, get in touch so we can have a chat about what you need and how we can make that happen for you.

<I want to start my project button>



A GLASS OF NATURAL MINERAL COPY



Crisp, cool, and easy to understand.

Because you could try to dazzle your prospect with jargon and technobabble, but that just leaves them feeling stupid.

And aren't they more likely to buy from someone who makes them feel smart, capable, and in control?

**YOUR
COPY
RIGHTER**

PLAYING THE GENERATION GAME

The Generation Effect describes the psychological process by which people better remember information if they have to put a little work into absorbing it.

I put the Generation Effect to work for Restore Records Management, advertising their new brand positioning.

The email we sent dropped the Rs to illustrate how competitors were missing the secret sauce only Restore could provide.

It's been their best performing email to date.

That's the Generation effect generating results.

ECODS MANAGEMENT PROVIDER MISSING SOMETHING, FNAME?

A lot of them are. Clear communication, properly safe and secure facilities, sustainable business practices.

But while they might be providing something more like ecods management, Restore puts the Rs back in and a lot more besides.

Which is why we don't do mere records management. We do Relentlessly Resourceful records management. Really Reliable records management. Ridiculously Regulatory, Recognisably Responsible, Reassuringly Reassuring records management that Redefines Reduction.

We think this level of service is so important that we made a whole video about it. Yes, there's lots of Rs in it.

Because, while othe ecods management povides might ation thei sevice, Restore's all in on a Relentlessly Resourceful smorgasbord that treats your records with the respect they deserve.

And don't you and your records deserve a Relentlessly Resourceful smorgasbord, <<FNAME>>?

I think you do.

Jane

NO-ONE IS TOO BUSY TO SMILE

When you know your prospect's busy, the temptation is to give them easy, bare bone copy.

But no-one is too busy to smile.

Which is why I insisted on keeping the name "RecordRoom".

It's brings together clear, straightforward copy with fun elements (like Einstein's piggy bank). And it allows for a smile in the mind when the prospect spots the play on words.

And it works. Restore get new opportunities every time they send out RecordRoom copy. And they've already got 10x ROI from working with Your Copy Righter.

Record results!

ENJOY RECORDROOM IN YOUR PRACTICE

Ever dreamed what you would do with the space taken up by your cabinets of patient records?

Would you use it to see more patients and secure more funding? Offer enhanced services? Or maybe just enjoy a bit of breathing space?

It doesn't have to be a dream, FNAME. You can make the most of your space, and the money you spend on it, by securing RecordRoom for your practice.

We provide ultra-secure storage and management for your patient records, keeping their data safe and secure while keeping it accessible to you via digitisation and same-day delivery of the original paper file.

RecordRoom has saved us money and vital space for clinical care. We now have quicker access to patient information providing the patient with a better experience.

Mark Herkes, Head of Health Records, County Durham & Darlington NHS Foundation Trust

That's right, he said "quicker access". Because when it comes to savings, we offer you money, space and time. Like Einstein with a piggy bank.

Find out how you could secure RecordRoom in your practice.

PAR FOR THE EMAIL COURSE

Teach your prospect how to do something, and they'll keep coming back for more juicy knowledge. Which gives you more chances to make a sale.

So when GoSquared wanted to get more warm leads for their customer engagement software, what they needed was a course.

Five lessons. Five emails. By the end, participants would know how to engage their customers. And, more importantly, they'd know how GoSquared's software could help.

Open rates that average over 27%. 2x ROI within months. That's par for the course with Your Copy Righter.

MORE FOCUS, FEWER MESSAGES: USING AUTOMATION TO GET BETTER ENGAGEMENT

Well, *|FNAME|*, here we are. Lesson four of five. We've seen the mistakes subscription-based businesses make when it comes to customer engagement. We've seen the secrets to engagement success. And we've delved into the possibilities of segmentation.

This time, we're looking at another powerful tool: automation.

AUTOMATION = A PERSONAL TOUCH

Automation might sound dull or robotic, but the truth is that it allows you to set up your customer engagement platform to send the right number of messages at a time that suits the customer. And if you recall the first lesson in this course, you'll know that sending too many messages to a customer can result in disengagement.

This means that automation not only makes your engagement more effective, but it can make it feel more personal, not less.

If you remember the example engagement campaign I invented, you were asking CFOs and Finance Directors to upgrade their subscription to a premium tier. You opted to send our customers an in-app message encouraging them to upgrade.

But what if those customers were in a rush, signing in to do one thing and then go about their day? Or what if they got distracted before they could upgrade?

What if, instead, you had sent an email? This comes with its own risks: the customer could have received the email during a meeting, on the train, or on a day off with their family. The customer might make a mental note to go back to the email during work time, but then forget.

The messages came through at the wrong time.

An easy answer would be to send multiple in-app messages and multiple emails to make sure at least one of them arrives at the right time. But this then risks bombarding the customer and irritating them when they receive messages even after they've upgraded. Not a good way to create engagement.

Automation is how you maintain positive engagement with fewer messages.

BUILDING AN EFFECTIVE AUTOMATION SEQUENCE

Let's set up an automation sequence for our example campaign.

Your segment is, if you recall from the last lesson, made up of customers who are CFOs or Finance Directors who have signed in within the past two weeks.

You set up an in-app message to be sent to this segment when they next sign in to their dashboard.

You then set up a reminder email to be sent at 7pm the Sunday after they see the in-app message (because your customers often check their emails to prepare for the working week ahead).

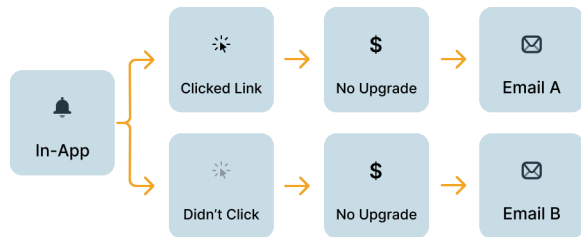
This helps tackle the risk that the customer was too busy to act on the in-app message or got distracted. And the customers who did upgrade? They're removed from the automation sequence, so they don't receive irrelevant messages.



That's a fairly simple automation. You can get more complicated than that.

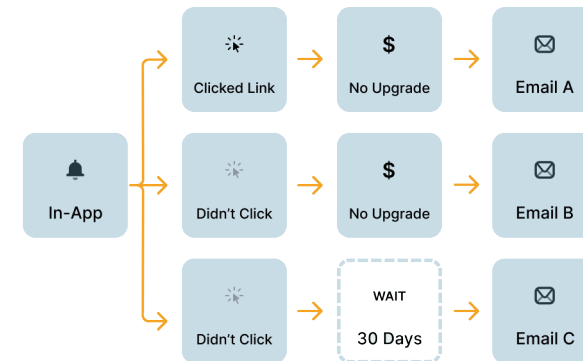
Graphics help readers to skim your copy; not a bad thing!

For example, customers who clicked on the link in the in-app message but didn't upgrade are perhaps interested but need a bit more persuasion. Rather than create a separate segment, you can simply tweak our automation: anyone who clicks the link but doesn't upgrade gets a different email to customers who didn't click it.



Customers who don't act on any of your messages clearly aren't interested, and it would be useful to know why. You can set up another email to go out asking them to share their thoughts. But you don't want to bombard them with emails in a short space of time, so this time you set a delay of a month.

You can take automation as far as is suitable, with branching sequences that deliver personalised messages based on each action your customer does or doesn't take. But don't start building intricate automation sequences, just because you can. Remember that you're using automation to send fewer but more effective messages.



SET AND FORGET

We've been looking at an automation sequence for a particular campaign. But automation can also be used to send regular messages that every customer needs to receive, freeing up your time and resource to spend elsewhere.

For instance, you could set up a simple automation that sends a message about renewal to anyone whose subscription is due to expire in the next two weeks.

Or you could set up an onboarding sequence that takes new customers through some of the key aspects of your service. In-app messages can highlight a feature right there on the screen, while emails can delve into more depth.

Try to send emails from a real person

These sequences run constantly in the background, boosting customer engagement all the while. But don't actually forget about these kinds of automations. It's important to regularly review them to make sure they work, that they perform, and to see if any improvements can be made.

AUTOMATING SUCCESS

Now you understand just how powerful automation can be and how it can make a huge difference to your engagement campaigns. In fact, automation played a huge part in the success of the LaidLaw Foundation, which turned around its customer engagement by using the same strategies we've been exploring in this course, including automation.

I'll be going into LaidLaw's story, and the astonishing results they enjoyed, in more depth in the next and final lesson of the GoSquared Customer Engagement course. Not only that, but I'll help you find the right customer engagement platform to make sure your campaigns deliver as much success as possible! Look for lesson five in your inbox in 3 days.

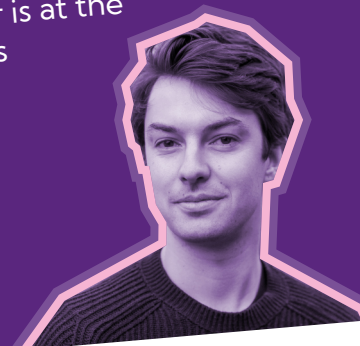
See you soon!

Chris W.

Customer Success Lead at GoSquared

"Next time we want to create something like this, Your Copy Righter is at the top of my list. The bar's been set!"

James Gill, CEO of GoSquared



**“WE’RE #1 ON
GOOGLE?
HOW’D YOU
DO THAT?”**



Great writing serves multiple masters, and one of them is Google. Because why write the best copy ever if Google will never show it to anyone?

Which is why the best SEO-optimised copy works for both search engines and for all the hidden psychological forces that move us. AKA Your Copy Righter.

**YOUR
COPY
RIGHTER**

Make your
headline clear:
let readers know
what to expect

BABY GOT BACKLINKS

Writing content that performs well on Google is more than squeezing in keywords. It's about showing Google your content is valuable.

Google loves backlinks from other sites, because it shows that people value your content enough to point people to it from their website.

And Google adores a backlink from a university. It's a massive boost to your position in the results. But it's hard to get. Getting a link from a university is a huge coup.

This article secured four organic backlinks from four universities and leapt straight to the top spot on Google.

Mike drop.

WHAT IS SUSTAINABLE CONSTRUCTION AND WHY IS IT IMPORTANT?

The construction industry, by its very nature, is a big user of natural resources. But with growing concerns over climate change and the finite nature of these resources, there is increasing pressure on construction firms to reduce their environmental impact.

While there are challenges involved in adopting sustainable construction methods, there are also great benefits too.

WHAT IS SUSTAINABLE CONSTRUCTION?

Sustainable construction means using renewable and recyclable materials when building new structures, as well as reducing energy consumption and waste. The primary goal of sustainable construction is to reduce the industry's impact on the environment.

Sustainable construction doesn't end when the building is complete; the building itself should have a reduced impact on the environment over its lifespan. This means that the building design should incorporate elements that have an ongoing positive influence on the building's

environmental impact. These can include proper insulation to prevent heat loss, solar panels to reduce energy consumption, and building materials with a long lifespan.

WHY IS SUSTAINABLE CONSTRUCTION IMPORTANT?

From energy usage to emissions, the construction industry has a huge impact on the environment.

Aside from the potential for building over wild habitats, the construction industry energy use is high. The heavy machinery used in construction still leans heavily on fossil fuels, and even inefficient electricity use can result in the unnecessary burning of fossil fuels further down the energy supply line. In fact, the construction industry accounts for an incredible 36% of worldwide energy usage, and 40% of CO2 emissions.

The fabrication and shipping of materials can have a great impact on carbon emissions. Mining for raw materials can result in the pollution of local water tables. The manufacture of concrete has resulted in over 2.8bn tonnes of CO2, a figure which is only going to keep increasing as 4bn tonnes of concrete is poured every year.

Construction can also result in hazardous waste, and the improper disposal of such waste can result in pollution that affects not just the environment, but also the health of people living in that area.

HOW TO MAKE CONSTRUCTION SUSTAINABLE

There are a number of ways to make construction projects more sustainable.

Renewable energy

There have been great strides made towards bringing renewable energy to construction sites. A popular solution is a modular battery system that can be deployed on-site and recharges via included solar panels. These batteries can power electric tools and vehicles, as well as security equipment. Some of these systems can offset one tonne of CO2 per week and 400 litres of diesel, resulting in a significant impact when they are used on large construction projects.

Building with sustainable materials

- wood; properly managed forests don't just supply building materials, but also provide a habitat for wildlife
- sustainable concrete; alternatives with plastic and recyclables can reduce the carbon dioxide production by almost 50%
- alternative brick materials; mud, wool, even cigarette butts can be used to create bricks that just as strong without a need for the kiln fires that result in harmful emissions

Plastic

The fact that plastic doesn't degrade means that its greatest sin against the environment becomes its greatest strength when it's used in construction. One of the key goals of sustainable construction is to erect buildings with a longer lifespan, and the fact that plastic just won't degrade means that it won't need as much maintenance or replacement as a material that does degrade.

As long as plastic is used responsibly, it has a vital part to play in sustainable construction.

THE CHALLENGES OF SUSTAINABLE CONSTRUCTION

Adopting sustainable construction methods is not an overnight process; there are challenges to face, the greatest of which is cost. There will always be pressure on construction organisations to reduce costs where possible, but there are still concerns that sustainable construction methods will cost an organisation more.

The World Green Building Trends 2018 Smart Market Report reveals that almost 40% of UK firms reported that affordability was the greatest challenge presented by adopting sustainable construction practices. Almost 50% of firms stated that they expected green buildings to incur higher first costs.

Couple that with 34% of firms reporting that they face

client demand for greener buildings, and you can see that many construction firms fear that they will be caught in the middle of demand and high costs.

THE BENEFITS OF SUSTAINABLE CONSTRUCTION

Naturally, adopting sustainable construction methods will reduce your organisation's impact on the environment. But there are more tangible benefits too which will help you demonstrate the value of sustainable construction beyond environmental concerns.

A building worth more

We've already touched upon the potentially higher upfront costs involved in sustainable construction, but the results can pay dividends. Data shows that so-called green buildings command a 7% increase in value compared with traditional buildings.

Construction firms can cite this data in tenders and help offset any additional costs that might result from a sustainable construction. And building owners can look forward to a more valuable addition to their property portfolios, as well as the kudos that comes with operating a green building.

Citing trusted sources adds authority to your own content

Corporate Social Responsibility (CSR)

And that potential kudos is greater than ever, with growing awareness and interest in CSR, the idea that businesses should support good causes. There is no question that CSR results in positive PR, but it can also influence buyer behaviour; when prices are similar, 91% of consumers are likely to switch to a different company if it's associated with a good cause.

And sustainable construction results in increased CSR for everyone. The building owner is operating a green building. The people or businesses taking up residence in the building can point to their reduced impact on the environment.

Sustainable construction methods can demonstrate CSR for a construction firm too, and it can be shared amongst the supply chain. If your organisation only contracted suppliers that were committed to reducing their carbon footprint, for instance, this is positive PR for your organisation.

Lower costs

The truth of the matter is that green buildings do come with lower operating costs. In fact, research suggests that the use of the latest sustainable technologies in construction processes could potentially deliver a remarkable €410bn a year in savings on global energy spending.

There are also direct savings available for your organisation; by reducing waste, for instance, you will reduce the fees charged by your waste management company. By adopting more efficient vehicles, you will save on fuel costs.

HOW TO SECURE SUSTAINABLE CONSTRUCTION BUSINESS

With an increasing amount of attention on the environmental impact of every industry, more construction projects are going to require sustainable construction practices. The sooner your construction firm adopts such methods, the better placed you'll be to tender for these projects. But your competitors will be doing the same; how can you stand out from the crowd and ensure you win that business?

"We have greater opportunities and can now apply for larger tenders and projects that we may not have been able to do before."

Lynsey McClelland, Administrative Manager at Hi-Tec Building Services

ISO 14001 maps out the criteria for an Environmental Management System, which can be used to demonstrate that you're measuring and minimising your organisation's impact on the environment. ISO 14001 enjoys an international reputation for excellence, meaning that it

will trump any evidence provided by your competitors and give you an edge when tendering for new business.

To find out more about the environmental management standard and how it can help your organisation secure those sustainable construction contracts, take a look at our beginner's guide to ISO 14001, which will tell you everything you need to know.

"James turns the often-complex into something relatable and interesting. He's also a thoroughly nice chap and always keen to help."

David English, Group Marketing Director at British Assessment Bureau



WHEN CLIENTS TALK, YOUR PROSPECTS LISTEN



Great copy talks the talk.

Case studies walk the walk.

Interviewing customers to get the best answers and telling their stories? That's Your Copy Righter too.

**YOUR
COPY
RIGHTER**

AWARD-WINNING CASE STUDIES

When Ocasta Review asked me to work on their content strategy, I told them that case studies were a must.

And when an internationally-recognised high street brand offered to help, I told Ocasta to bite its hand off.

Metaphorically, of course. I rarely encourage cannibalism in my copy.

Aside from the kudos of working with Victoria's Secret, Ocasta Review used this case study to scoop a silver award in the Learning Awards 2023.

I guess you could say my copy has a silver tongue? (#sorrynotsorry)

HOW STEPH MADE LEARNING MEASURABLE AND SECURED A PROMOTION WITH REVIEW

When Steph temporarily stepped into the primary leadership & development (L&D) role at Victoria's Secret, she knew she wanted to make a real impact. The challenge she faced was picking the right priorities that would result in real, demonstrable, and positive change. Which is where our Review platform came in.

STEPPING INTO A NEW L&D ROLE

Steph had been running Victoria's Secret Milton Keynes store for almost five years. She was proud to work for the world's premiere lingerie and beauty retailer and its worldwide reputation for making women feel their best.

Steph knew that Victoria's Secret relied on consultative shopping experiences. A store member is there to listen to the customer's desires and recommend the best lingerie, bra, or beauty product to make them feel great.

So when Steph's store became one of the first to start using Review, she saw the value not only in sales observations, but also in the power of having the tool in the palm of your hand.

When it was first delivered to us, I thought 'Wow, this is a great idea.' Being on a mobile app, Review became super accessible and instantly more appealing to using paper. Even if you stopped halfway through because a customer approached you, it had saved everything.

And the team loved that it was in the moment and interactive and digital. It's a simple system but very effective.

Steph Howe, Store Trainer at Victoria's Secret

A few months later, Victoria's Secret's L&D Manager, Alex, moved on to new opportunities. Steph was asked to temporarily fill his shoes. She was excited and wanted her time in the role to positively influence the business. But how would she determine what would have the biggest impact?

DETERMINING THE L&D PRIORITIES

By examining the nationwide data gathered in Review, Steph spotted some key opportunities for improving learning within the business as well as some chances to improve sales within the retail stores, starting with one of Victoria's Secret's premiere experiences: bra fittings.

1. Bread-and-butter sales

Victoria's Secret prides itself on its superior bra-fitting service. Wearing the wrong size bra can result in anything

from discomfort to back pain, but it can also affect a person's self-confidence, which is something that Steph is passionate about addressing.

Being sexy is an emotion and a feeling and any woman can feel it. One way to make her feel that is by getting her that right fitting bra. The bra that does everything she wants it to do for her and make her feel empowered and how she wants to feel.

Steph Howe, Store Trainer at Victoria's Secret

This is such a fundamental part of Victoria's Secret that every member of the team is trained to offer a high-quality fitting experience. Every member of the team is equipped with the knowledge needed to ensure each customer gets the features and benefits they're looking for in a bra.

And that consultative process pays dividends for both customer and business.

80% of people that go into our fitting rooms buy a bra.

Steph Howe, Store Trainer at Victoria's Secret

So Steph knew it was vital that every customer was being offered a bra fitting. Which is why she was surprised when her Review data revealed that just 86% of customers were being offered a bra fitting.

2. Fragrance experiences

And there was another experience that wasn't being offered as much as it should, though this one had a more obvious culprit: COVID-19. Amongst the many impacts caused by the pandemic was an inability to offer fragrance experiences.

Social distancing meant it became difficult to spray the fragrance and show a customer how to layer products and intensify the smell to get the desired scent she wanted to achieve. We weren't able to display testers, either. So we really got out of the habit of introducing beauty in the way we always have.

Steph Howe, Store Trainer at Victoria's Secret

Even after restrictions were eased, observation data in Review revealed that just 17% of the retail teams were offering a fragrance experience.

3. A vision of the future

Even though Steph had been told she was only in this position temporarily, she still had a grand idea that would fuel her efforts over the coming months.

I wanted to make learning measurable.

Steph Howe, Store Trainer at Victoria's Secret

Steph had seen first-hand the sort of data that Review could collect from observations, and knew that data could be instrumental in furthering development. She could have made educated guesses based on her experience of managing the Milton Keynes store. But she knew that such learning would simply be based on her opinion, which wasn't necessarily correct.

Anyone can have different opinions about what works, especially when it comes to behaviours. And that was a fear for me going into the role. When you're just doing what you think is right, you have nothing to back it up or no real measurable evidence.

Steph Howe, Store Trainer at Victoria's Secret

Steph was looking for a way to determine what learning was needed, and how effective her training was, to be able to demonstrate areas of improvement as well as celebrate success.

Steph achieved all three of her goals and then some. But how did she do it?

HOW DID STEPH DO IT?

Steph took the data from Review and used it to inform a three-step process that created a positive cycle of improvement: advise, amend, and award.

Advise

Steph created monthly interactive training called a Skill Builder. It's an interactive document filled with linked documents, inspiration videos and images that focused on the behaviours she wanted to encourage, all directly informed by the data coming from Review.

I use Review to get a snapshot of the last 28 days and show me what's happening across all our UK stores. It tells me what we need to work on, and what we need to celebrate. And that's where I lean into education for the new month.

Steph Howe, Store Trainer at Victoria's Secret

The store leaders use these Skill Builders too, reinforcing the key lessons when they conduct observations and create the action plans that team members use to improve. The combination of the wider message with targeted and personalised coaching meant that team members receive exactly the right information they needed to succeed.

Amend

Steph had seen how good Review had worked in-store, but she had a vision of how it could be tied even closer to her L&D goals. She wanted to be able to make agile changes to the observation questions and criteria to

reflect and inform the training materials she was creating.

I wanted to be able to change certain questions, so the Ocasta team showed me how to do that. Now I can change them as soon as I want. I completely own it for Victoria's Secret. Ocasta's training was so effective I was ready to hit the ground running.

Steph Howe, Store Trainer at Victoria's Secret

This meant that she could adjust the observations to gain further insights into whether the training was working.

So if the team member didn't offer an experience, the leader has to record why. Maybe the customer didn't want a fragrance experience because she always wears a fragrance she is used to, but maybe it was because there wasn't a tester available. Or maybe they didn't feel confident in delivering that experience. And that gives us more insight.

Steph Howe, Store Trainer at Victoria's Secret

Steph used this insight to feed directly into her Skill Builders. This created a tight feedback loop that meant she could adjust her training based on live data from the stores, rather than outdated information.

Award

Finally, Steph directly tied the sales observations into Victoria's Secret's reward scheme.

We call it Learn It to Earn It. It links into results, and we know behaviours drive the results, and the behaviours are what we're measuring using Review.

Steph Howe, Store Trainer at Victoria's Secret

The reward scheme was directly tied into a team member's sales observations. When an observation met expectations, team members were one step closer to unlocking a level of reward within the scheme.

This encouraged team members to seek out observations, which then helped to reinforce the learnings that Steph had previously distributed.

THE RESULTS

Steph had identified three data-led priorities to tackle in her time as Interim Store Trainer: more consistent bra fittings, more consistent fragrance experiences, and making learning measurable.

Review helped her tackle all three.

When we first began working with Victoria's Secret, 86% of customers were being offered a bra fitting. At the end

of Steph's L&D initiative, this was up to 96%, an increase of 11.63%.

And in just one month, a combination of Steph's Skillbuilders and line manager coaching had increased the consistency of fragrance experience offerings by a staggering 46%.

And Steph certainly made learning measurable at Victoria's Secret. The cycle of improvement she created with sales observation data not only led to demonstrable results, but also increased general store performance, with average observation scores increasing by 7%.

And, more importantly, Review had given her the tools to choose the right training priorities, as well as the peace of mind that she was doing the right thing.

Review gave me the confidence to go after what I was going after. When presenting my ideas, I had the evidence to back it up. Instead of doing what I thought was right, I was doing what I knew was right.

Steph Howe, Store Trainer at Victoria's Secret

And Steph's impressive achievements created one last result that both she and everyone at Ocasta were thrilled with: she was permanently promoted to the Store Trainer position.

WHAT'S NEXT?

It's been an absolute delight to support Steph on her journey. She's really made the most of Review in driving her L&D initiatives, backing up her moves with data from the shop floor and building systems that reinforce better learning and better results for the entire business.

I feel like I've unlocked something here with taking results and changing them. I wouldn't have that if it wasn't for Ocasta. I felt confident stepping into this role because I've got that evidence; if I didn't have that, I wouldn't be so sure about what to focus on each month. Review has helped me focus on what to go after next. It's been a great contributor to the success of our training.

Steph Howe, Store Trainer at Victoria's Secret

Steph's journey is remarkable, and it's within anyone's reach. Anyone can get the same sort of results with Review. Get in touch with a member of our team today. They can talk you through how to start using Review to get more from your L&D programmes and achieve some incredible results for your retail stores.

Speak to us today.

"James didn't do what I asked. Instead, he offered (and delivered) exactly what we needed. His expertise in crafting compelling, targeted copy was pivotal in engaging our potential customers and driving conversions."

Ben Collier,
Co-Founder of Ocasta



**“SO GREEN WE
COUNT AS ONE
OF YOUR FIVE
A DAY”**



Surprising copy converts better. Up to 127.5% better, in fact.*

So rather than fill a video script with dull platitudes about how efficient the business is, Your Copy Righter fills it with surprising copy. That'll put a spring in your step.

**YOUR
COPY
RIGHTER**

I DO A LOT WITH A LITTLE

Just ask my wife.

Or look at the video I helped Restore Records Management create. Because their budget meant they could only work with stock footage and old clips.

Anyone watching that might expect another dull corporate video. So I made sure the copy surprised them.

How surprised were they? Enough to watch the video over 31,000 times and counting. Not bad for a corporate promo video.

Surprise your prospects with some surprising copy and get big results from a little push.

RELENTLESSLY RESOURCEFUL CAMPAIGN VIDEO

Production notes:

Running length: Approx 4mins 40sec (1min longer than current video)

VO: Middle-aged female with a slight regional accent. She's knowing yet quirky. Think female Ryan Reynolds.

Script:

"Don't let these shots of secure storage facilities and carefully barcoded boxes fool you. Because while you might recognise the tell-tale signs of a video about records management, you won't recognise the service that drives it.

Yes, everyone you see here is a real employee of Restore Records Management, but they don't provide the same service as everyone else. They provide a Relentlessly Resourceful service. That means everything they do is driven by six promises we make to our customers, all in the name of making things better.

Let me explain.

<<Animated graphics: Relentlessly Resourceful>>

Let's start with the big one: Relentlessly Resourceful. Now, our customer service team might not abseil through your office window like a smartly dressed SWAT team.

But they'll always put their big brains to work finding prompt solutions to any problem you might be facing.

See that smiling woman? She's just heard the story of how Maureen quickly put together a digital access system, so her client could make a rapid switch to remote working. She just can't help being Relentlessly Resourceful.

Okay, love. Don't big up your part.

<<Animated graphics: Recognisably Responsible>>

Cue a wide shot of the countryside, because our second promise is all about how hard we work to make our business Recognisably Responsible.

A growing fleet of electric vehicles. Energy-efficient lighting in our facilities. Moving all our operations to green electricity. Net Zero by 2035.

We're so green that we count as one of your five a day.

<<Animated graphics: Really Reliable>>

Our third promise? To be Really Reliable. And I do mean Really Reliable.

We're talking rock solid service that you can depend on no matter what. What else would you expect from a business that looks after over 20 million boxes of records for our customers?

There they are. Some of them, anyway. Aren't they gorgeous?

Need a record retrieved from storage by tomorrow? Done. How about same day? Not a problem. Even that prime online retailer can't boast same-day delivery all across the country.

And while you can't stream Rings of Power from our Web Portal, you can use it to manage your entire inventory 24/7, which is arguably more useful.

<<Animated graphics: Redefining Reduction>>

We make things smaller.

Not often you hear anyone boasting about that. But that's what our fourth promise, Redefining Reduction, is all about.

We free up space in your own facilities by providing secure, off-site storage. We make your bills smaller by helping you reduce the number of files you're required to store. And we make your wait times smaller by bringing your records to you quickly.

Saving you time, money, and space. Oh. Yes. Very clever.

<<Animated graphics: Reassuringly Reassuring>>

Promise number five: Reassuringly Reassuring. So reassuring, we said it twice.

And what's more reassuring than secure records management? That's why we've got concrete, ex-RAF bunkers. Temperature- and humidity-controlled facilities. CCTV, RFID, and LOL to anyone trying to get unauthorised access to your records.

Ah, here's another shot of one of our lovely vans! Which gives me an excuse to tell you how they're all tracked by GPS, so we know exactly where your files are even when they're on the move.

And we can securely destroy any record, maintaining your privacy and security even after you no longer need it. We'll even provide you with a certificate of destruction. It'll look lovely on your wall, but even better in your audit trail.

<<Animated graphics: Ridiculously Regulatory>>

Last, and by no means least, Ridiculously Regulatory. Because no-one else goes to the lengths we do to exceed the rigorous regulations that keep your customers happy and the regulators satisfied.

We've got oodles of the certificates and accreditations

that you need us to comply with. I could list them all, but I'd rather ask the video team to pop them on screen. Look, there they go.

Ooh, I forgot we had that one.

So, yes, the footage might feel familiar. But our service won't. It'll feel like an entire team of Relentlessly Resourceful specialists creating Relentlessly Resourceful ways to make your records management the best it can be.

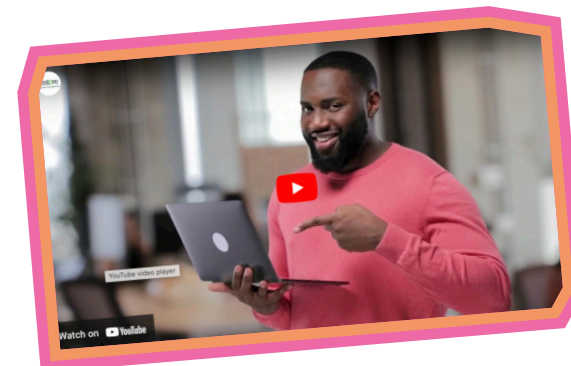
And don't you and your records deserve the Relentlessly Resourceful treatment?

We think they do.

Let's end with a logo.

<<Animated graphics: Restore logo (inc Relentlessly Resourceful and CTA)>>

PSST! CLICK THE THUMBNAIL AND WATCH IT FOR YOURSELF



ENTERTAIN TO EDUCATE AND EVERYONE LEARNS



The Cookie Monster knows what he's doing. Because when you entertain someone, they want to listen. And when they listen, they hear what you have to say.

So when you want to teach someone about your product or service, why lecture them when you can entertain them?

**YOUR
COPY
RIGHTER**

BEE'S KNEES CONTENT

Crown Relocations wanted something that would stand out and capture the attention of people moving to the UK.

Crown already had a lot of content about their services and why they were better than their competitors. It was time to change tack.

So I opted to entertain in order to educate.

A fun guide to British slang gets remembered. It gets shared. It gets read more than once. Each time, the reader hears the message: choose Crown.

It's a message that never gets old, needs updated or retiring. So I wrote content to match: Crown can use it for years to come.

This piece entertains Crown's prospects. It educates them at the same time. And it's ROI on loop for Crown. Win win win.

CRA-ZY BRITISH LINGO - CROWN RELOCATION'S SURVIVAL GUIDE TO BRITISH SLANG

The way the British speak can seem incomprehensible at times.

They call fries "chips" (except when they call them fries). They call cookies "biscuits". And they have so many words for the bathroom: toilet, loo, WC, little girl's/boy's room, and so on. It's no surprise that some people moving to the UK can find it daunting.

Well, at Crown Relocations, we don't just move your possessions. We get you set up and ready for your new chapter in the UK. So, with that in mind, we asked our British colleagues to put together a list of the most important British words you'll need to survive amongst a people who call the sidewalk a "pavement".

Welcome to your British Lingo Survival Guide.

A: ALRIGHT?

Definition: A greeting. Similar to hello. Entirely rhetorical. Acceptable responses include "Not bad, you?" or "Yeah, you?" (regardless of how you're feeling: it's the British way), or "Alright?" in return. Actually answering the question by telling the other person how you actually feel is considered bad form.

Context: "Alright, Gary?"

"Well, my knee's a bit stiff this morning and it took me hours to find the car keys."

"Blimey, Gary, I didn't ask for your life story."

B: BOB'S YOUR UNCLE

Definition: Done, voilà, easy as that. Quite who Bob is and why he needs to be related to one of your parents is a mystery that has perplexed non-Brits for decades.

Context: "All we need to do is read this British Lingo Survival Guide and, Bob's your uncle, we'll fit right in!"

C: CHUFFED

Definition: Proud, pleased with oneself, made up.

Context: I was gagging for a coffee this morning but I left

me wallet at me gaff. Then I found a tenner in my pocket. Well chuffed, mate.

Translation: I was rather keen on a coffee this morning but sadly left my wallet at home. Then I found a £10 note in my pocket. I am most pleased.

D: DODGY

Definition: Not legitimate, dishonest, low-quality. You wouldn't trust a dodgy individual with your house keys, nor would you get into a car that struck you as dodgy.

Context: Steer clear of that one, mate, he's well dodgy. Not as dodgy as the blenders he's trying to flog, mind you!

Translation: Avoid that fellow, for he is untrustworthy. He is also trying to sell some blenders of questionable quality.

E: EARFUL

Definition: a telling off, a scolding, a good talking to. Nothing is poured into the ear other than words.

Context: Blimey, Dave, you know that dodgy bloke flogging blenders? I bought one and the missus near lost a finger. Got a right earful, didn't I?

Translation: Gosh, David, do you recall that suspicious

gentleman selling blenders? I purchased one and my good lady love almost lost a finger. She was rather upset with me.

F: FAFF

Definition: too much effort, particularly unnecessarily intricate. Not to be confused with "faffing about", which means messing around.

Context: "All you need to do is copy the spreadsheet, input the new order numbers, replace column D with this formula, and rejig the layout to take into account the new results."

"Sounds like a lot of faff. Can't we just scribble it on a Post-It and go to the pub?"

G: GUTTED

Definition: Sad, disappointed, devastated. Nothing to do with gutting fish or other animals, although someone who feels gutted might have empathy with such a creature.

Context: I was hankering after a cheeky Nando's so me and the girls tromped over but it was flipping closed! We were well gutted!

Translation: I rather liked the idea of a meal at Nando's, so my friends and I travelled there only to discover that

the restaurant was not open. We were rather disappointed.

H: HOOK (SLING YOUR)

Definition: Go away, leave, get lost. There are no hooks involved, as slinging one could lead to significant injury and delay your departure while you wait for the paramedics.

Context: Love a duck, Pat, I've had enough of your theories about your mum pinching your dosh. Sling your hook already!

Translation: Good gracious, Patrick, I am tired of your theories that your mother is stealing your money. Go away.

I: INNIT

Definition: Short for "isn't it", as opposed to a sudden and inexplicable instruction to get inside of something. "Innit" is more rhetorical in nature, and rarely needs a response. Alternatives include "you get me" and regional varieties such as "ent et?"

Context: Blimey, this A-Z is a right eye-opener, innit?

Translation: I am startled that this guide is so informative.

J: JIFFY (IN A)

Definition: quickly, promptly, without delay. Not to be confused with a jiffy bag, which is an envelope lined with bubble wrap.

Context: Moving somewhere new? Don't worry, we'll have your prized possessions wrapped up and shipped over there in a jiffy.

K: KNACKERED

Definition: Tired, beat, exhausted. You may also hear people claim to be "cream crackered"; this is a way of saying "knackered" using Cockney rhyming slang, a traditional art form of finding phrases that rhyme for what you want to say rather than just saying it.

Context: I'm right knackered, mate, been lugging Sandra's boxes up the stairs all day! Wish she'd used a relocation specialist.

L: LURGY

Definition: Undefined illness, which the British can use for anything ranging from a minor cold to the bubonic plague. As such, keep someone who claims to have the lurgy at a healthy distance. Just in case.

Context: "Shouldn't you be at work right now, Ezekiel?"

"Nah, mate, I got the lurgy."

"I see. Wish you'd said something before I let you taste my pint. No, no, you finish it off."

"That's very kind of you, Michael, very kind indeed."

M: MUGGING ME OFF

Definition: make someone look foolish. A mug is a fool (he's a right mug), but is also slang for the face (look at his dopey mug).

Context: "Jamie, this korma will never get cooked, you ain't turned the oven on!"

"Oi, Gordon, why are you mugging me off in front of my pals?"

N: NANDO'S (CHEEKY)

Definition: a trip to the popular chicken-based restaurant. There is nothing inherently cheeky about a trip to Nando's.

Context: Cor, this loping around town has got me right Hank Marvin, let's have a cheeky Nando's.

Translation: I say, our travels around this neighbourhood has left me somewhat hungry, shall we partake of a meal at Nando's?

O: OLD CHESTNUT

Definition: A story, joke, excuse, that has been used too many times. This is peculiar to the chestnut. This phrase doesn't work with other nut substitutes.

Context: I can't help you pack up your things for your move, Tracey, my fingers get a bit stiff ever since I sprained them in that yo-yo tournament.

Crikey, Albert, not that old chestnut again.

P: PIECE OF CAKE

Definition: easy, straightforward, a cinch. There are, sadly, no baked goods on offer for making something a piece of cake.

Context: "Hi Crown Relocations? I need to move to the UK for work. Can you help me find a place to live, pack up my things, ship them over to the UK, and help me figure out what on Earth "mugging me off" means?"

"No problem, Andrea, that's a piece of cake."

Q: QUID

Definition: £1, one pound of UK sterling. Can be used as a singular or a plural, like sheep but with less wool.

Context: "Leo, can you bung us a quid, mate? I forgot me wallet."

"That old chestnut?"

Translation: "Excuse me, Leonard, could you lend me some money? I appear to have left my wallet behind."

"A likely story."

R: RANK

Definition: unpleasant, gross, disgusting. Not a request to place the disgusting object on any kind of scoring system or sliding scale.

Context: "I say, Archibald, this pigeon appears to have redistributed its breakfast upon my feet."

"Mate, that is well rank."

S: SKIVE

Definition: To avoid or ditch an obligation, usually related to work or school.

Context: "Thought you had work today, Reg, what are you doing here in the pub?"

"Nah, couldn't deal with the faff so I'm skiving off. I'll get the beers in."

T: TART UP

Definition: to make something look nice. Often used to refer to dressing smartly. There are no tarts involved, nor any other delicious pastries, and bringing some yourself would be peculiar.

Context: Sheila's leaving do, we're going out-out. Get tarted up or you'll look a right plonker.

Translation: Sheila is finishing her employment, so we're going to go to a variety of pubs, clubs and bars to celebrate. Dress smartly or you will look daft.

U: UMPTEEN

Definition: a phrase to use when you've done something countless times. Umpteen isn't a special number, but we like to think it comes somewhere after fourteen. Doing anything fourteen times is a lot.

Context: For the umpteenth time, Henry, there's nothing cheeky about this trip to Nando's. It's just chicken, you mug.

V: VERA (LYNN)

Definition: Cockney Rhyming slang for gin. Vera Lynn was an English singer who was very popular during the Second World War. She was perhaps partial to a gin, but who isn't?

Context: Your round, Johnny. Don't get me any of that vera, can't abide the stuff.

Translation: Excuse me, Jonathan, it's your turn to get drinks for everyone. Please do not purchase any gin on my behalf as I find it rather unpleasant.

W: WIND UP

Definition: to tease, taunt, bait someone. A "wind-up" is a situation that has been engineered to wind someone up. There is no need to insert any cranks or handles into an individual in order to wind them up.

Context: There's no better way of winding up Eric than suggesting we have a "cheeky" Nando's.

X: BEE'S KNEES*

Definition: brilliant, amazing, wonderful. No beekeeping involved, nor indeed any other insects. Brought to you by the same Victorians who also said "the cat's pyjamas", "the gnat's elbow" and "the elephant's adenoids".

Context: Cheeky or not, Eric, this Nando's really is the bee's knees!

* Well you find a word that starts with X that isn't X-ray or Xylophone

Y: YAK

Definition: incessant talking. Often seen in threes ("yak yak yak"). Someone who won't stop with the yak yak yak is "yakking on a bit". Absolutely zero relation to the long-haired cattle typical of the Indian subcontinent.

Context: I came here for an explanation as to what the Brits meant when they said I was winding them up, not to hear you yakking on about cattle.

Z: ZONKED

Definition: Tired to the point of exhaustion. A step beyond knackered.

Context: He's zonked out on the sofa, been tromping about the shops all day.

Translation: He has fallen into an exhausted sleep on the sofa after spending significant time walking around various retail outlets.

THAT'S YOUR LOT

Not too zonked from all that British lingo? Then let's put you to the test. See if you can make sense of this.

Alright? Trying to organise a move to the UK? Knackering, innit? Dodgy companies yakking on about all the

wonderful things they can do, and it turns out they were mugging you off. Bet you're gutted.

Tell them to sling their hook. Talk to our team at Crown Relocations instead. We've helped our customers relocate umpteen times, so we can take the faff out of it all for you. 'That old chestnut,' you're thinking. But it's not a wind-up. Skive off with a nice Vera Lynn while we get it all sorted for you in a jiffy, and Bob's your uncle. Trust us, you'll be well chuffed.

Of course, learning the lingo is just one of many things you'll need to do to prepare for a relocation to the UK. Why not let us help? Get in touch with our team and we'll help you get everything arranged for your big move.

Piece of cake.

12,000 engagements

SOMETHING A LITTLE DIFFERENT

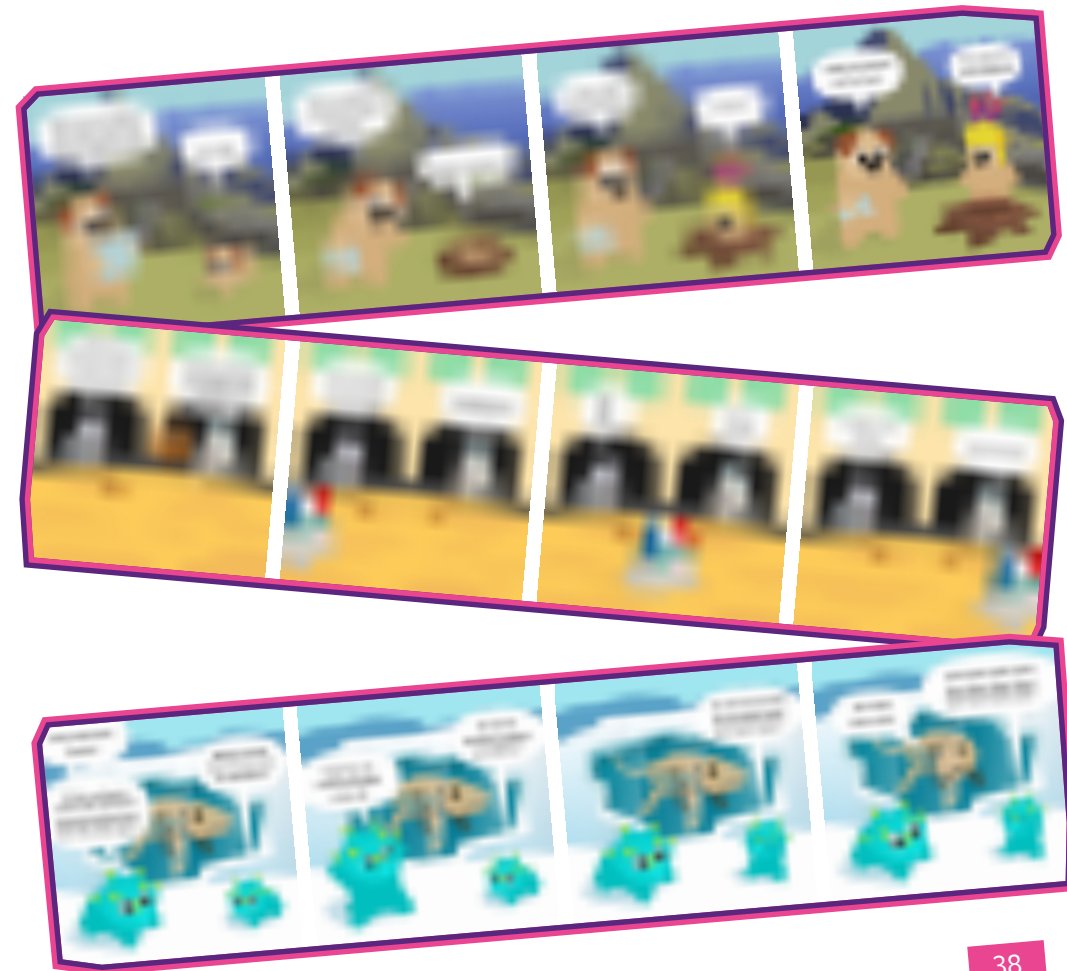
As I child (and an adult, too), I spent many a happy hour reading comic strips like Garfield, Peanuts, and Calvin & Hobbes.

So when Learning Resources wanted a social campaign for their line of Coding Critters toys, a comic seemed like a great way to connect with people.

The strips took the characters around the world, starting and finishing in the North Pole with a Christmas-themed mega strip.

I also wrote a suite of supporting content including activities and fact sheets for each country. All in all, it was rewarding both personally and commercially, with an uptick in engagement and sales!

CODING CRITTERS WORLD ADVENTURE



"James always writes with audience in mind and can turn 'boring B2B' content into something you want to read cover to cover. He's certainly someone you want and need as part of your content strategy"

Jane Margetts, Director of Marketing and Communications at Restore Records Management



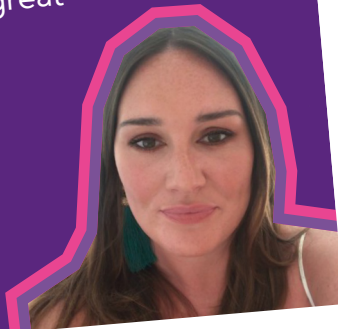
"James' ability to create case studies that make more complex subjects easy to understand by using compelling narratives has helped us deliver materials useful for others in our industry."

Cosima Wagner, Marketing Manager at Alitude Angel



"James is a fantastic person to work with. Not only because of his great sense of humour but his work ethic. He takes great pride in every piece of work he creates."

Jordan Wilson, Marketing Manager at Cobden House Chambers



"James helped us achieve some significant growth. He was always a friendly and welcoming face, with a wicked sense of humour and full of ideas and creativity."

Brett Tinkley, Marketing Manager at Lexham



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"James' process is well-organised and slick, and he helped us to attract new clients and to grow our business. And if anyone had any concerns, a half hour chat with him is going to allay them."

Dorian Ellis, founder of Dronedesk



**YOUR
COPY
RIGHTER**