

Client Reviews to Feb 2015

Chris is a trusted professional who delivers exactly what he says... Simply Great Copy. I confidently refer Chris to my clients knowing that he will ask pointed but useful questions to ensure he conveys the message the client is wanting and often more so. It is great to have someone like Chris in my professional network.

—**Debbie Pepler** – Peptalk llp

"Chris is such a friendly and approachable person. I have been constantly impressed with his ability to shape and deliver the Crème of Nature Community Awards on time for four/five years now. A consummate professional always willing to give excellent guidance and support on how to develop my branding and copy."

— **Beverley Ejimofa**, *Director, Be Totally You*, worked directly with Chris at Simply Great Copy Ltd

"Chris is a highly perceptive consultant who quickly grasped the essence of our business and was able to offer us valuable support and advice. We look forward to working with him on an ongoing basis ."

— **siobhan ridley**, was Chris's client

"Chris Crossland is what I can only refer to as a Business Communications Guru. With a wealth of experience behind him, he has a phenomenal ability to help businesses say exactly what needs to be said, so the audience (i.e. clients/customers) get it. A marketer at heart, his passions coupled with his creativity brings words to life in all manner of business settings. On a personal level, Chris has great insight and has a way of speaking words that energises one to life."

— **Gladys Famoriyo**, *CEO, Success Partners LTD*, was with another company when working with Chris at Simply Great Copy Ltd

"Chris has always given me sound advice and helped me nail down precisely what I need to be doing to help my business move forward. He has provided me with self-belief and clarity at moments when I was struggling for a solution. He has also crafted some extremely effective copy for me - taking the time to really find out what I am trying to say, challenging me and helping me focus and refine my intentions - resulting in an extremely effective outcome."

— **Miles Murray**, was Chris's client

"Chris is an experienced and knowledgeable marketer and skilful wordsmith who has developed a good understanding of my business. As a result has been able to use real insight to add value."

— **Jeremy Thomas**, was Chris's client

"Chris is a fantastic person to work with. His attention to detail is faultless and he has the energy to move each project along quickly. I have referred him to other clients of mine and they have all raved about him. I am more than happy to recommend Chris. He is a valued asset to any project team."

— **Phil Healy**, *Managing Director, Distinct Solutions Limited*, was with another company when working with Chris at Simply Great Copy Ltd

"Chris came to me through recommendation and I can only commend that recommendation. Although our business area was unknown to him, Chris carried out thorough research and was intuitive in the work produced for our service aims and objectives. Additionally through his experience in his own field he guided us in how to get the best impact into our promotion materials without adding cost."

— **David Fullerton**, was Chris's client

"Chris is a joy to work with. Totally professional, and utterly reliable. He asks searching and intelligent questions, is perceptive in challenging and assessing your needs and produces material on time and to a very affordable price. I would have no hesitation in recommending him to anyone. Hire him. You won't regret it."

— **Melanie Latham**, was Chris's client

"Chris is a highly experienced marketing professional who can add value to any business with strategic and practical solutions to commercial problems."

— **Daniel Moore**, *Senior Consultant, Celebrity Speakers Limited*, worked with Chris at Simply Great Copy Ltd

"I worked with Chris for a number of years and always found him to be diligent, reliable, professional and very easy to get a long with. Anyone can be confident that the services Chris provides are of excellent quality and I would suggest it is well worth listening to any of the expanded ideas he helps to create in order to further your business."

— **Justin Holsgrove**, *Consultant, Contract Personnel Australia*, worked directly with Chris at Simply Great Copy Ltd

"Chris and SGC have worked with my company from its very inception. As we grow, our trust is such and the outcomes of his work so tangible, that we'll never look anywhere else. Subsequently, he has successfully provided services to a number of companies within our network on our recommendation, to their immense satisfaction. In our experience, Chris is unique and Simply Great Copy is the byword for excellence in this field. He has the ability to rapidly and comprehensively understand whole areas of business that are new to him.

Through careful analysis of the whole marketplace he is able envisage entirely fresh approaches to positioning which sets his clients apart from their competitors. From this point, he is able to craft highly original, effective, pragmatic, structured strategies for maximising impact. These are absolutely bespoke solutions which suit every organisation's precise needs, resources and appetite and are practical to implement. Chris's team of designers, technicians and publishers have all been selected to match his reputation for excellence thus ensuring that every aspect of the business service is of outstanding quality and efficiency. His wealth and breadth of experience a successful practitioner across business brings significant added value and perspective to every client, in

addition to his marketing expertise. Every business should take time to absorb and apply the lessons he expounds in his booklet 'The Magnificent 7'. Invaluable advice from one who really knows! We shall continue to enjoy and build on the success we have achieved through our close relationship with Chris, as will our many colleagues who have discovered his talents. We strongly recommend that the rest of you follow suit and reap the rewards too."

— **Johnny Aisbitt**, was Chris's client

"I have used Simply Great Copy as a copywriter on several occasions to help my clients with copy writing. He has always been very reliable and creative on cue which is an asset to have someone like him on hand. I wouldn't hesitate to recommend him."

— **Bunny Randall**, was Chris's client

"I worked with Chris for some months in Mail & Print. He has a wise head and knows an enormous amount about marketing in the modern (electronic) age. With a very practical outlook on life Chris can provide an excellent sounding board to help assess new ideas and has a superb knack of being able to keep everything in its correct perspective. It was a great pleasure to work with Chris - he is the sort of person who can create 'light-bulb' moments from simple conversations and I found these to be highly rewarding. I can highly recommend him to any organisation that he would wish to work for. Gregory Moor 4 May 2014"

— **Gregory Moor**, *Data and Insight Manager, Mail&Print*, worked directly with Chris at Mail and Print a Division of Printing Data Ltd

"Chris is highly commercially astute; a clear thinker who understands what makes business tick and can translate strategy into tactics in words that make sense. He does this with a great sense of humour and is a top man."

— **Daniel Moore**, *Account Director, Complete Communications - Unipart Group*, reported to Chris at Unipart

It is with pleasure that I write this testimonial for Chris Crossland from Simply Great copy. Our initial copy writer let us down at the last minute and Chris agreed to take up the challenge to write the copy for our website. The timeline coincided with our annual holiday, however, Chris came highly recommended to us from a trusted business colleague, so we had confidence that Chris and our web designer could deliver what we wanted on time which they duly did.

From the outset, Chris understood our target market and the brief, 'the idea of the new site is to present a professional SEO friendly website; to ensure that potential customers are aware of all the services JW Heating offer and to encourage the customer to pick up the phone to make an enquiry, or better still a booking.'

Chris produced a site map that we could all understand, he researched our key services and combined that with our core values to come up with important facts, key messages and phrases. Our site went live in April 2014 and since then we average 500 hits per month with approximately 10% of these making contact with our office. We confidently convert these bookings into a heating service.

I have no hesitation in recommending Chris to write copy for your website. He is a trusted professional who is reliable, honest and goes that extra mile to understand your business.

Regards

---- **Debbie Williams** John Williams Heating Services