



Simply Great Copy Ltd

copywriting for all business communications

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A Bit of Background

My name is Chris Crossland - I provide a wide range of clients across many market sectors with commercial copy, ideas for business development, and a range of other marketing related services. I've been doing it for over 25 years!

In those early days, the marketing toolbox included little more than direct mail, advertising, and print collateral.

In recent years I've been working with agencies, marketing departments, CMO's, charities and private owner/ managed SME's to help improve awareness and convert that awareness into new business- and then create brand or product advocates with innovative engagement programmes.

Never has there been the need to manage so many channels of communications and that's where working with Simply Great Copy can help.

Over the past 12 months I have provided: -

- **online content, email campaigns**
- **copy for sales letters, leaflets, and brochures**
- **blog posts and specific content for forums**
- **keyword analysis, SEO and social media posting**
- **case studies and customer success stories**
- **critique of existing marcomms with recommendations**
- **white papers**
- **trade and consumer online and offline advertisements**
- **copy product and service information flyers**
- **simple and complex marketing campaigns from design to implementation**
- **design and delivery of in-house marketing training programmes**
- **ad words and digital banner advertisements**

In addition, I have years of experience of liaising with printers, graphic designers, illustrators, editors, art directors, photographers, sound specialists, radio and television editors, front and back end web developers, list brokers, mailing and fulfilment houses, and creative agencies.

I have specialist knowledge of the **catering and hospitality, automotive, hair and beauty sectors**, and hold a special interest in **internal communications and facilitating change within large organisations**.

I am confident that Simply Great Copy falls outside of current and future IR35 requirements and am very happy to sign NDA's or Confidentiality Agreements as required.

Please contact me direct on 07828 019308 or email chris@simplygreatcopy.com if you have any questions or require additional information.

Selection of Client Reviews

"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

"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 on-going basis."

Siobhan Ridley, Marketing Director, isbi Schools

"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

"Chris provided valuable and informative information about The Magnificent Seven rules of running a successful business at our Self Employment Industry Awareness Event for Service leavers. Clients welcomed his advice and found him very inspirational and motivational."

Gemma Simpson Information & Research Co-ordinator, Career Transition Partnership

"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 Crossland of Simply Great Copy has a knack of effortlessly capturing, in words, the essence of a business or person with an accuracy which is astounding. So if you want the content of your marketing material to be clear, professional and inspiring, talk to Chris."

Vanessa Ugatti, Watch Out World

"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 to envisage entirely fresh approaches to positioning which sets his clients apart from their competitors."

Johnny Aisbitt, Archway Resilience Ltd

"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, Affinity Architects

"I worked with Chris for a number of years and always found him to be diligent, reliable, professional and very easy to get along 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, Contract Personnel Australia

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

Daniel Moore, Celebrity Speakers Ltd

"Chris 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-Resource Planner/Analyst at CTC Aviation Group Limited

