

**Stephen Marsh, freelance
copywriter. Hello, you.**



**Stephen
Marsh**



**You care about
your business.
Me too.**

I'm an experienced freelance copywriter.
But this isn't really about me.

It's about you. The need for creative, impactful copy that's there when you need it. Having someone to make sure you're always putting your best foot forward. Making sure the words are right. And then making sure people care enough to read them and take action.

You don't care about me.
You care about smarter, sharper, more effective copy.

And it just so happens I can help with that.

“Our products are niche and my briefs are vague. But I always get very strong, clear copy that gets the **right message across in the right tone of voice.**”



Mark Weatherill, Marketing Director,
Alpha Generation Distribution Ltd

**Stephen
Marsh**



**I've done a lot.
Imagine what we
could do together.**

Over the past decade, I've worked with startups, global brands, and agencies of every kind.

I've written brand tone of voice guidelines for firms with presence in 100+ countries. I've developed collateral for multi-million pound rebrands. I've written high-performing emails that went out to lists of more than 100 million prospects. No pressure.

But it's not just what I've done. It's how I do it. A no-fuss, responsive approach that makes a real impact.

That's why more than half my clients have been with me for 5 years or more.

“Stephen’s a great copywriter.
We’ve worked with him several times and
will be going back for more.”



Dmitriy Ablaev, Mont Bleu

**Stephen
Marsh**



**Here are some
people who
needed great copy.**

**They came to the
right place.**

The logo for T.K. Maxx, featuring the brand name in a bold, red, sans-serif font.The logo for Not Just Travel, consisting of a purple square with a white 'N' inside, followed by the text 'NOT JUST TRAVEL' in a black, sans-serif font.The logo for In Kind Direct, featuring a stylized orange and blue circular graphic above the text 'in kind direct' in a blue, sans-serif font. Below the text is a blue banner with the tagline 'Product giving for social good' in white.The logo for Red Bull Music, featuring the iconic Red Bull logo (two black bulls) above the text 'RED BULL MUSIC' in a bold, black, sans-serif font.The logo for Nestlé Purina, featuring the Nestlé logo (a red and white checkerboard pattern) to the left of the text 'Nestlé PURINA' in a black, sans-serif font.The logo for ICLP, featuring a stylized blue and red graphic element to the left of the text 'ICLP' in a black, sans-serif font.

**It's all about the work.
And here it is.**



**Stephen
Marsh**



Jewellery Launch. **Invite Copy.**

Part of the TK Maxx #MeByMe campaign, this is a bold brand statement that gets the concept across in a clear, emotive way. Commissioned by Tribe Marketing.

Me. By Me.

Me. By Me. means finding things as unique as you are. That's why our new jewellery department brings together 1000s of designer brands.

It's everything from bold beads to classic elegance, all for up to 60% less.

But most importantly, we've got everything you need for the style that hasn't got a name - because it's yours and yours alone.

We'd love to see it. What's your #MeByMe?

mebyme.tkmaxx.com

“Stephen **always comes up with the goods.**”



Stuart Gilbertson, Consider IT

**Stephen
Marsh**



Consider IT. **Business Card Copy.**

Every customer touchpoint counts.
That's why I worked with Consider IT
to develop striking business cards with
a refreshingly upbeat tone of voice.

Stuart Gilbertson **Managing Director**

Stuart's job title says he's in charge, but he's not.
His clients are.

He does what they need him to do. He adapts services to suit them. He asks them how their day was. He'll do whatever it takes to make them happy, and the same goes for his team.

In fact, the only people Stuart doesn't make happy are his competitors, who just can't keep up with his drive for new technology, better service, and better relationships with clients.

Sorry about that.

“The resulting copy has **transformed**
the way we communicate our impact.”



Rachel Butler, In Kind Direct

Stephen Marsh



In Kind Direct. Website Copy.

In Kind Direct does excellent work to help charities, but needs web copy that works twice - once to convince people to donate, and again to let charities know what's available.

Putting products where they're valued most.

Everyone's idea of value is different.

Sometimes companies have too much stock. Sometimes they find samples, cosmetically damaged (but usable) goods, or end of line items sitting on shelves, taking up valuable warehouse space.

These products might not be worth much, but could mean everything to a small charity or not-for-profit organisation.

So we take those items and redistribute them to charities. This helps companies clear valuable space and support their corporate responsibility goals, while helping charities by giving them a convenient source of the things they need to operate.

As a result, those products in the warehouse get their value back. They stop being worthless. Because, to someone, they're priceless.

**Ready to go?
Let's talk.**



info@stephenmarshcopywriter.co.uk

07414 508 608

What For Creative Ltd t/a Stephen Marsh Copywriter.

Registered company number 10714615. Registered office: 33 Craddock Road, Canterbury, Kent, CT1 1YP.