

Why use a copywriter?

The Write Solution was founded by Hannah Sookias, an experienced copywriter and public relations consultant.

Here, she explains the benefits of using a professional copywriter:

"Copywriting - whether it is text for a website, brochure, sales letter or press release - is a moment of opportunity to bring an important message to your potential clients and existing customers.

What you say needs to have impact. It needs to be interesting so people read it. But often what we want to say is different to what people want to read about.

Professional copywriters unscramble your thoughts and put them in a way that will wow your customers.

They take your messages and put them into words that will attract attention, spark their interest, ignite desire and prompt them to take action (the AIDA effect).

Copywriters package your message in the right words so you achieve successful promotions.

Your job is at the top of our 'To Do' list and won't get overtaken by the day-to-day tasks that often overrun the marketing manager or owner of a business.

It takes just one call or email to ensure your copywriting is in capable hands. You can breathe a sigh of relief and get on with your day."

Hannah Sookias, Founder - The Write Solution