



I Had To Ask Ian To Pause – Just One Campaign Generated 42 Enquiries In The Space Of 2 Days From Prospects Agreeing To Meet



Social Proof And Word Of Mouth In Action

Sarah Reay,
Managing
Director of

Construction Marketing Experts, runs a successful specialist agency and has retained Ian as a key consultant, copywriting for case studies and direct marketing campaigns for herself and her clients.

She explains: "Ian and I had worked together on projects many years ago, so I had no hesitation engaging him again on a fixed retainer contract following his return to the UK."

"His very first campaign for me generated 42 inbound enquiries, each of them agreeing to meet to discuss our services."

Author Of Vibrant Case Studies Which Move The Reader To Enquire

"He is an integral member of the team, heading our copywriting efforts both internally, and

externally when our clients demand solid enquiries. He fully researches each client, carefully identifying what sets them apart and therefore attractive to a client. He then frames what makes them great through the eyes of their clients through lively case studies, which not only tell a great story, but more importantly move the reader to respond positively and enquire."



The Perfect Blend Of Emotion And Pure Business Logic To Inspire People To Respond

"Ian is a true copywriting expert having realised that people don't leave their personalities behind when they get to work. He interviews the client to discover those subtle emotional trigger points which blend perfectly with cold, hard logical facts to pepper his stories with an action-inducing response in his readers – all based on the truth from the clients' perspective and words."

The Material He Leaves You With Has Lifetime Value Beyond The Campaign

"There's no doubt his campaigns will impact you positively. But they'll continue to do so long after your campaign has finished. His case studies are word of mouth dynamite. He has a knack for interviewing your clients so that the final story is solidly based on the truth, which becomes compelling material which you can use repeatedly to sway clients."

Ian Praises Sarah And Her Results-Oriented Work For Her Clients

"Sarah and her agency stand out in the construction sector. She knows the sector and their unique challenges intimately, and manages a superb team of people to make you stand out from your rivals in a very tough sector. That's why it's such a pleasure to work with somebody who really knows their stuff, and delivers for her clients every time."



Unearthing Compelling Stories To Make You Stand Out Through The Eyes Of Your Best Clients