

Editorial services

Everyone can write. But not everyone can write well.

No matter how important or interesting you think your new message, product or service is, it's what the reader thinks that really matters. And with writing, less is often more. People are busy. They don't have time to read lots of words. You've got a split second to convince people to read more, so you need to make every word count. We can help you do this.

Copywriting

Whether it's starting from scratch – researching and talking to your people to build up a picture of what you want to say – or working from existing material, we can hone your message to create interest, engage readers, build trust, and encourage action. Brochures, email campaigns, web pages, presentations, flyers, posters, user guides – it doesn't matter what you produce. Don't let sloppy copy kill the relationship before it gets started.

Editing

You're the expert when it comes to your business. But sometimes you have so much to say that it makes it difficult for your customers to focus on your message and see the wood from the trees. We can trim things down and reorder them to make more sense. It's got nothing to do with word count. It's all to do with word quality. We'll help you say what you have to say and keep it simple, straightforward and jargon-free.

Proofreading

Everything you produce reflects your business and its standards. If you can't even get basic spelling and punctuation right, why would your customers trust you with more complex tasks? It seems such a tiny thing, but bad grammar and poor spelling will lose you business.



Writing for websites

Easy. Take the corporate brochure, cut and paste the words – et voila, a website. Wrong! People read in a different way online. Web copy has to be short and sharp. And then you have to think of the “customer journey” – the myriad of linked pages, items and routes that people can take. If you don’t set this out clearly, people will get lost. And people don’t like to be lost – it makes them look for the quickest way out. We’ll make sure your website has a clear, uncluttered structure and flow with punchy, engaging copy so that your customers can easily find the information they want.

Contact

Paul Mitchell

38 Charlotte Street,
London W1T 2NN.

Phone: 020 7631 0274

Email: Paul@westhill.co.uk