

Planet Freelance

copywriting news

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Keeping your marketing and comms materials legal, decent and honest

It's important to present your business's legal and financial details clearly in your marketing materials, whether it's a website or a direct marketing piece, a flier or a corporate brochure.

Online, your our contact page is the perfect location.

Not only is including your legal details good direct marketing practice, in some circumstances it's also a legal requirement. Plus it helps foster trust and build credibility, especially if you operate on an online only basis.

Here's the info you need to add to all your stuff so you satisfy the law and encourage people to buy from you:

- if you're a Limited Company, your registered company name, address and company number
- if you're a Sole Trader, the fact that you're a sole trader and that you arrange your own tax and National Insurance

- If you're a Partnership or an Agent (in the legal sense), the details of your Partnership or Agency agreement
- If you're registered for VAT, your VAT registration number

Last Month's freelance copywriting services

During August 2010 I helped businesses all over the planet with...

- regular daily, weekly and fortnightly blog posts
- press releases
- articles
- tenders
- ebooks
- editing and creating website content
- email marketing
- SEO-led webpages for various clients and more!

Kate

click to visit www.helpinthecity.com or www.helpinthecity.co.uk

I'm Kate Naylor, an experienced freelance copywriter and editor with a strong Direct Marketing focus. And this is my monthly five minute newsheet. You can find out more about what I do on my website: www.helpinthecity.com

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Ans

Ask Alice

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click to visit the www.helpinthecity.com/blog/

Short of time? This marvellously silly site turns a handful of key facts into a blog post at the click of a mouse. The more ridiculous the information you plumb in, the sillier the resulting posts are. Having said that, they're often better written and much more relevant than many uber-spammy posts written by quick buck making, cheap thrill-seeking SEOs!

www.aussiebloggers.com.au/blogpost.html

- specialist direct response-led copywriting and editing, online and off
- website content creation, management and editing to maximise SEO
- marcomms
- writing with a direct marketing focus

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