

# Copy, typography and pictures

to help get your sales messages heard

Read more about the Chamber's [Skills and Training Agenda](#).

## Our Values

- Innovation
- Accountability
- Integrity
- Excellence
- Respect



# A picture paints a 1000 words



# Profile Portraits – they **do** matter!



# Killer Words!

The top four:

- **You**
- **Free**
- **New**
- **Now**

These apply to every **demographic** and every era



# Client Centric

- **You/your** (not I/we/Your company)  
everything should be from the client's point of view
- **Lead with your customers'**  
**needs/desires**
- **Benefits** not features
- **Simple English** – no jargon  
(think – 'Daily Mail' not 'The Times')

# Killer Copy!

- Give them a reason to read! (its not about what you want to say, its about what they want to know...make it **useful & informative**)
- Great headline
- Use questions to engage
- Use **short** bullet points, sub headings and captions
- Vary the length of paragraphs, never really long
- Stories are great
- Have a summary
- Include a call-to-action (e.g. share, call)

This is hard to read & harsh on your eyes

Many find this hard to read

Some dyslexics find the text moves!

This is hardest to read for most people

Two similar tones is hard, esp colour blind

A picture background doesn't help!

This is the easiest for **all** to read



HARD TO READ & YOU'RE **SHOUTING!**

*Italics don't help readability much either*

Underlining in general isn't helpful

COMBINING THESE COMPOUNDS THINGS

Use **bold & larger text** for emphasis

# CASE MANAGEMENT SERVICES

This involves the assessment, planning, implementation, co-ordination, monitoring and evaluation of services, ranging from arranging and coordinating surgery or a care package to supporting the client in securing suitable accommodation. The case manager works with the referrer, the client and their family to provide practical support, education, assistance with disability, adjustment and to act as a link person with other agencies to maintain and achieve a quality of life that is acceptable to the client. Examples of what this might involve include:

- Assessing the client's needs and liaising with their family and representatives
- Setting and prioritising realistic, achievable and time-framed goals with the client
- Identifying and instructing of suitable services to promote enablement, for example therapy services such as physiotherapy, occupational therapy and other, or referral to medical services for surgery, assessment or guidance on medical management



### ...through Networking

Networking with a group of like-minded individuals is a powerful marketing tool. It exposes you to information, thoughts, ideas and experiences of others.

The Chamber organises 'Breakfast Club' meetings, and monthly get-togethers which include a mix of social, informational and topical events.

Events are open to members & non-members, though we do urge non-members to consider Chamber membership if they attend regularly and make use of our networking platform.

### ...by working to develop a Conducive Business Environment

The local business community is supported by identifying and developing strategies which will facilitate the growth of existing and



## View our breakfast ev

Amersham →


Chesham →

Chalfonts →

# Call to Action

For more information email us or  
fill in our enquiry form  
(click here to download)

Call Pete **now** to book  
your **free** site visit

- Add to your text
- Have boxes
- Be touch-sensitive 
- Hyperlinks
- Email & forms

Try our **new**  
golf clubs for  
**free!**  
**Call us now!**



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Welcome to Sussex's BPS Wedding Cars



### OUR WEDDING CARS

Luxury, elegance and romance, all words associated with our wedding cars to make your wedding day the dream day you deserve.

>> Our wedding day car hire range



### WEDDING CHAUFFEUR SERVICE

We can provide luxury travel for any of the wedding party with our professional chauffeur service and variety of vehicles.

>> Professional wedding chauffeur service info



### WEDDING DAY SPORTS CARS

Sports car hire is the Ideal way for the Groom and the best man to make their trip to the wedding venue stylish and memorable.

>> Wedding day sports car hire



# Arrive in Style for your Special Day with BPS Wedding Cars

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*"Yesterday went fantastically well and the Bentley was absolutely stunning. She is such an elegant car and so well made. it made our day very special and we thank you for that. We will certainly recommend you to our friends and family"*

Victoria & Tom Wilson



## Vintage, classic and luxury wedding cars

For a perfect wedding day you need fabulous, beautiful and reliable transport. Look no further than BPS Wedding Cars providers of a wide range of vintage, classic and luxury wedding cars for hire.

