

# HARRISONAMY

Live and Online Content Training Tailored to Your Business



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BBC

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COUNCIL



## Harrisonamy Copywriting Info-Pack

Amy Harrison

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## Introduction letter

With this information pack, I have one simple goal, (and a small request from you).

My goal is to help you decide if I am the the most suitable copywriter for your project.

So instead of producing the hard sell, I want you to help me do something a little different:

### **My little request**

All I ask is that when you read each page of the brochure, you think about the following 5 points.

If you do, you'll discover in no time at all if I'm the gal for you.

1. Have a quick look through the common questions (**page 5**) and see if there's an answer you need. If not, drop me a line at [amy@harrisonamy.com](mailto:amy@harrisonamy.com) and I'll get right back to you. Also look at the industries I've written for. If your business falls into one of the 6 categories, then I already have experience writing copy for your industry.
2. When reading the testimonials (**page 11**) ask yourself: 'Do these customers remind me of me and my business? Do they mention results that I would like to have? Am I looking to produce a

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similar project (e.g. sales page, eBook etc) If so, we'd probably work very well together.

3. When reading through 'How it Works' (**page 19**) see if this style fits how you like to work with contractors. For best results, I liaise with the person in charge of the project, or direct with the business owner. Is that how it would work in your business?
4. On **page 21** do the prices in the fee schedule fit with your budget? I always tailor a final quotation to your project, but this won't fall beneath the minimum listed on this page. My clients find I'm not 'cheap' but I provide excellent value for the work and the experience they get from me.
5. Finally, when you look through the samples (**page 23**), do any of them reflect a style you would like for your business? (Please ask me for more samples if you need them)

## Common questions

Here are some of the most common questions I'm asked by clients and prospects. If I don't answer your question below, just drop me a quick email at: [amy@harrisonamy.com](mailto:amy@harrisonamy.com) and I'll get back to you within 1 working day.

### **What kind of copywriting services do you offer?**

I offer a wide range of copywriting services, but I'll list the most common ones below.

- **Sales Pages**
- **Landing Pages**
- **eBooks**
- **Web content**
- **Brochure content**
- **Magazine Advertisement**
- **Teleseminar registration page**
- **Direct mail packages**
- **Press releases**
- **Copywriting training materials**
- **Book jacket content**

If you don't see what you're looking for, email me and I'll let you know if I can help:

### **How much are your services?**

Please see page 21 for the fee schedule.

## What industries do you write for?

If your industry is listed below that's a good sign. It means I'm probably already familiar with your target market, their motivations, their desires and fears. It also means I understand the language of your industry and know which tone of voice and writing style is most suitable.

- **Business coaching** - Do you coach business owners or corporate executives? If so I've written for several people within this field.
- **Nutrition, health and fitness** - whilst I can devour a buffet to myself, I am very interested in this subject and have written for many nutritionists and fitness experts.
- **Online marketing** - Do you offer online marketing services? Do you provide content-marketing services or teach business owners how to market their businesses online? I'm familiar with writing sales copy and landing pages in this area.
- **Sales coaching** - Is your focus on qualifying prospects, lead nurturing and closing the deal? I can help write your copy.
- **Business communication** - If you train other businesses how to communicate either in

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marketing or internally, I have writing experience here.

- **CRM and ERP software solutions for big businesses** - I have spent a year writing marketing messages for a number of companies selling CRM and ERP software solutions.

### **What's your experience writing copy for businesses?**

The short story is that I studied scriptwriting for film and TV before working with a number of online businesses managing projects, and packaging websites with content to appeal to investors.

Since 2008 I have been writing content, sales pages, brochures and landing pages for businesses around the world.

I have also completed the AWAI Accelerated Program for Six-Figure Copywriting.

### **What if I just need my copy tidying up?**

If you have copy that you would like reviewing and critiquing, the best service is my Laser Copywriting Coaching and Critique. You can read more about this here:<http://harrisonamy.com/laser-copywriting-coaching/>

### **Who have you written for?**

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Below you can see a list of previous clients:.

### **Executive coaches, consultants and authors**

- Karyn Greenstreet -  
Small business  
Consultant
- Christina Livingston  
- Executive coach
- Marianne Cantwell -  
Best-selling author  
and coach
- Gayle Lantz -  
Leadership executive  
coach
- Domenica Papalia -  
Business coach
- Carrie Wilkerson -  
Marketing and  
business coach
- Carolyn Herfurth -  
Sales training coach  
and consultant
- Lara Galloway -  
Business coach for  
mom entrepreneurs

### **Medium - Large organisations**

- Best Insurance -  
Insurance company
- DHPro.ca - Dental  
insurance company
- Cosmetic Medical  
Group - Cosmetic  
surgery
- IQPC - International  
conference provider
- The Co-Operative /  
InControl Evolution -  
Supermarket ERP  
provider
- Kyle Durand - Founder  
Ourdeal
- Simply Marvellous -



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- Award-winning design company
- Writing Solutions - Business intelligence reports
- The British Council - British organisation specialising in international educational and cultural opportunities
- Fiona Strachan - Director of Adopt resources
- MRS Lettings - Lettings agency
- Lifesure Insurance - Insurance provider
- FullQuota - Content Marketing firm for technology companies
- FlyCreative - Video production company

### **Health and lifestyle coaches**

- Karyn Knowler - Raw food coach
- Tim Brownson - Life coach
- Gertrude Lawler - Kinesiologist
- Henri Junttila - CEO [wakeupcloud.com](http://wakeupcloud.com)
- Grace Marshall - Productivity coach
- Joel Thielke - Motivational Hypnotherapist
- Jen Brown - Fitness Coach
- Karina Clappison - Nutritionist

## How do I hire you?

Getting me to work with you is pretty easy. Just drop me an email at: [amy@harrisonamy.com](mailto:amy@harrisonamy.com) with a few details of your project and we'll see if there's a fit.

Don't forget to read the rest of this brochure to find out:

- **What people have said about me (page 11)**
- **How it works (page 19)**
- **Copywriting fee schedule (page 21)**
- **Content samples (page 23)**

I look forward to hearing from you!

*Amy Harrison*



## Testimonials

### "Amazed by what she'd written"

"When I received the copy from her I was amazed by what she had written. Although all of the facts were correct it sounded so professional that I had to remind myself that it was my company I was reading about and not some long established agency. Very few tweaks were needed - she'd got it pretty much right first time. I couldn't wait to get it on the website!"

**Martin Rowsell, CEO Simply Marvellous, award-winning design agency**

### "Copy that now converts at least 10-20% better"

"Amy rewrote two of my sales pages. She turned my writing into sharp, crystal clear copy that now converts at least 10-20% better. And the best part is that she only rewrote the beginning of my sales pages. Who knows how much better they would convert if she worked with me on all of my marketing materials?"

**Henri Junttila - Wake Up Cloud, successful poker player turned full-time blogger**

**"Exceeds your expectations"**

"My Site Setup Kit co-creator Wendy Cholbi and I had a sales page we felt was underperforming. We had written it ourselves. Our basic information was decent, and we thought there were aspects of it worth saving. But we weren't sure what should stay and what should go. We knew we needed to call in an expert. We spoke to Amy Harrison about re-writing the page. She listened, asked great questions, and made solid suggestions before she even took on the project. Once she got started, her first draft, revisions and final copy came in when promised. We loved what she'd done with the tone and pacing of the copy of the page. But would it convert? We were able to give it a good test during our next sale, which happened shortly after the new page went live. It brought in dozens of new customers! We were very pleased with Amy's whole process. She's a delight to work with: she asks great questions, listens closely, and responds with copy that exceeds your expectations. I highly recommend her."

**Pamela Wilson, Site Setup Kit**

**"Expertise shone through"**

"I first heard Amy speak about copywriting a few months ago, and immediately was hooked on her spirit and vast knowledge and passion for the subject. I hired her there and then to do the sales copy for my upcoming project. At first I was nervous about handing this project over as I was afraid someone else would not 'get' what I wanted to get across..however Amy put my mind to ease and quickly her expertise shone through as she asked all the right questions. It was brilliant having Amy do all the work so I didn't have to worry about it. If you are stuck or waiting to get a product out there because you don't have the time to do it, then I encourage you to hire Amy to get you started, otherwise, as you know it will remain undone."

**Gertrude Lawler, Founder, Kinesicare**

**"Managed to make this sound exactly like me"**

"As someone who makes a living copywriting - for myself and others - I am used to doing this work by myself. Except, well, have you ever had that thing where a project is really important to you, but you're too close to it to know what's best to write? That's exactly what happened when it came

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time to write my back of book jacket blurb, I found myself unusually tied in knots, and realized outside help was needed. That's when I asked Amy to help out. I was a little unsure at first - how could someone else understand my work and also write in my style? And how for such an important project? But the moment she send the first draft back it was like a weight was lifted. Amy had cleaned up the parts I'd been agonising over for days, and what's more it was in my voice: she managed to make this sound exactly like me (within a tight word limit too!) which is incredible. Working together with Amy produced a back of book jacket blurb I am very happy with (and my publisher was too!) and is selling well on the shelves in bookstores today. I recommend her highly!"

**Marianne Cantwell Best-selling author of "How to Be a Free Range Human"**

### "She really gets my voice"

"I've been using Amy for some of my copy... she really gets my voice, she really seems to understand my audience, her turnaround is fabulous, her customer service is great... I'm super happy with her. Go work with harrisonamy.com!"

**Carrie Wilkerson, 7-figure Internet entrepreneur**

**"Tantalizing"**

"I coach mompreneurs day in and day out about clearly defining who they serve and what sort of pain they can solve for their clients. You articulated that so clearly and then presented a very tantalizing bite-sized solution for me to chew on. Love it! I don't see this often enough, so it certainly speaks to your competence and business savvy. I can't tell you how excited I am, both to finally get this ebook done, and to hire YOU to do it without me having to tell you what to do to make it great! I've already begun singing your praises, I have a hard time containing my excitement when I find a professional who makes my business better and my life easier! You've done a great job. I like the way you think. I love it!"

**Lara Galloway Founder, MomBizCoach**

**"Excellent piece of work"**

"Amy has just written a User Guide to Blogging for my company the British Council, the UK's international organisation for cultural relations and education. It is an excellent piece of work, packed full of good advice and in a very approachable style. Amy has been a pleasure to work with and I'm looking forward to working with her

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again soon on future projects. I can thoroughly recommend her."

**David Blundel, Social Media Manager, The British Council**

### "A critical ally to any business"

"Renegade Hive sought a fresh look at their communication with their customers and target market. Amy embraced this opportunity with relish and with great professionalism has captured the 'voice' of Renegade Hive. Amy is a critical ally to any business and charming to work with. We will be recommending Amy to our clients with great excitement as a critical means of bringing their branding tone of voice to life."

**Mark Everett, Founder, Renegade Hive**

### "Exactly how we do things"

"I really did enjoy working with Amy due to her "can-do" attitude. Amy wasn't phased by the magnitude of the task at hand, no matter how big the initial undertaking seemed, she broke it down into smaller components and just got on with it. Amy rolled up her sleeves and got her hands dirty,



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from the word go she got stuck into exactly how we do things and put herself in the shoes of our staff and as a result came up with a tailored training programme that suits our specific needs. I would recommend working with Amy to anyone who is looking for tailored training on copywriting."

**Johanna Dzartah, Global Marketing Trainer for international conference company IQPC**

### **"Organized them all into easy-to-digest exercises"**

"I'd been running my Biztruth Bootcamp sales teleclass for several months and although my clients were getting terrific results, I realized I was missing out on giving my students more opportunities to apply what I was teaching them. Amy took my zillion thoughts, plucked out what fit together and organized them all into easy-to-digest exercises that make sense to my clients. Thanks so much!"

**Carolyn Herfurth, Founder, The Biz Truth**

### **"Intuitive and professional"**

"MRS Lettings would like to recommend Amy Harrison, of Harrisonamy Copywriting, to anyone, business or

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otherwise, that needs to hire a copywriter, whether it be for a press release or write up for a blog or website as we found Amy to be very helpful, intuitive and professional. The press release she wrote for us was excellent, well researched and more than we hoped for.

If you think you would benefit from a professionally written piece about your business or any project you are working on, then contact Amy, you will not be disappointed and her fees are more than reasonable.”

## How does it work?

While every copywriting project is unique, here is a general outline of the process:

### **Initial enquiry**

After you submit an enquiry through the site or by email, we'll arrange a time to talk about your project. This also gives you a chance to ask me any questions about working together.

### **Booking deposit**

After the initial consultation to guarantee a start date in the calendar requires a £300 non-refundable deposit. I receive many enquiries each week for copywriting and this guarantees your start date. The deposit is deduced from the final cost of the project.

### **Quotation and payment**

Your quotation is a final, flat-rate fee based on a number of deliverables. You'll receive an outlined proposal of the work, and the fee figure as well as a copywriting agreement to review and sign. When you're happy with those details a 50% deposit is required 7 days prior to the start date. Late payment may result in the project being delayed.

### **Start date and deadline**

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Copy will be delivered by the deadline providing you are available within reasonable time for feedback and to answer questions needed to write the copy.

### **Research process**

Before any copy is written I will arrange with you any interviews / materials I will need to create the best copy. This is included in the fee.

### **First draft delivery and review**

Once the first draft is ready, it is submitted for review. We will then meet virtually to discuss and confirm any revisions needed.

### **Revisions**

One set of light revisions is included at no extra charge unless they are based on a change in the assignment made after the copy is submitted. All revisions must be assigned within 7 days of your receipt of the first draft of copy. Minor revisions are usually delivered within 2-3 business days.

### **Final payment**

The remaining payment is due within 5 days of the final copy being received. Copy cannot be used or published until payment has been received.

**Results**

There are many factors in your marketing - product, market price, list, demand, consumer preferences, major events, that I cannot control. Therefore, while I do guarantee your satisfaction with the copy before you test it, I am unable to promise or guarantee specific results.

## Copywriting fees

Service	Fee
Long form sales page	£2,000.00
Lead generation landing page	£750-£1,500
Ebook / White paper	£3,500-£6,000
Website home page	£950 - £1,500
Website - other pages	£600 - £850/ page
Email newsletters	£ 5,00 - £700 / email
Live workshops	Starting at £3,000 a day

## Samples

On the following pages you will see samples of copy that I have written.

They deliberately vary in style based on the branding style of the business, as well as the target market we wanted to reach.

There isn't space in this information pack to include the full copy, but if you would like to read the complete pieces just email: [amy@harrisonamy.com](mailto:amy@harrisonamy.com) and I will send you the relevant links.



**There are many reasons why Canadian dental hygienists are choosing to get professional liability insurance through their DHPPro.ca membership**

**The \$70 cost for complete coverage just makes them smile the most**



After listening to dental hygienists across Canada, you've taught me that when it comes to your professional membership and liability insurance, you'd love a solution that gave you great member benefits, provided full liability cover for peace of mind, and (especially in today's economy), didn't cost the earth.

**So we created a new option**

This year, we launched DHPPro.ca, a membership site that gives you access to professional liability insurance for **just \$70 per year with a \$25 annual membership**. It's the same high standard of cover you're used to, for a one-off yearly payment of \$95.

**Designed from scratch, just for you**

Using more than 10 years experience of serving dental hygienists we designed an insurance product specifically for you. We hand-picked the Canadian owned and run Trisura Guarantee Insurance Company, who specialise in Canadian made solutions for professional liability policies to help us do this.

**Comprehensive cover for peace of mind We work harder for your membership**

We painstakingly went through the details to give you the cover you need to let you work confidently, including:

- Your own expert to guide you through a claims process and help you make good decisions while the insurer pays the legal bills
- Your own Attorney (&/or Expert) to guide you through a lawsuit
- Legal and reasonable costs in case of a claim being launched
- \$150 per day in lost wages if necessary
- Full cover whilst working or volunteering at any location in your professional capacity

We also made sure you weren't paying for unnecessary clauses. For example, we requested a \$1 million coverage per occurrence (in aggregate of \$3m) knowing that historically, claims in Canada have not reached \$1 million for our profession. (You can find out the full details of cover you'll receive at [www.dhpro.ca](http://www.dhpro.ca))

**One low cost— no matter where you live or practice**

Our fees don't vary depending on where you live or work, we know you don't think that's fair, and we don't either. We also don't charge you any extra for "premium information." Once you've joined, all our current and new services are included in your membership fee.

As a smaller company, we try harder to please our members. We can't sit back and hope that people renew simply because it's what they've always done. We use our industry relationships and more efficient processes to pass on our savings and offer you competitive pricing. Your membership fee is used to provide you with great benefits, not to fund lengthy board processes, or expensive office buildings. We provide you with what you've told us you want, such as:

- Up-to-date industry news
- Convenient webinars with industry professionals
- A growing member community to share information and find support
- Access to all new services for no extra cost

**Apply in minutes**

Simply go to [www.dhpro.ca](http://www.dhpro.ca) and apply securely online. No need to waste time printing and posting forms.

If, like other dental hygienists you also think it's time for a change, check out [www.DHPPro.ca](http://www.DHPPro.ca) today

Dr. Susan Zieberth  
President and CEO  
DHPPro.ca





## EVERYTHING YOU NEED TO BUILD A SUCCESSFUL LIFE COACHING PRACTICE

**The only course today that teaches proven marketing and advanced coaching techniques to help you continuously attract and impress clients**

Coach the Life Coach course is an 10 week, live course run online, for new and upcoming Life Coaches who want to know that when they begin their practice, they can market their services in a competitive industry, and be prepared for coaching clients in the real world.

Since early 2005 I have tried and tested just about every marketing method out there and coached hundred of clients as well as scores of other Life Coaches.

I know what works, what doesn't, and I have developed coaching techniques to help you deal with the situations many large training companies **don't** tell you.

### ONLY 8 IN EACH CLASS

Each time I run the course, places are strictly limited to 8 people. This small group size means you get focused attention and tailored advice for your business. It also means you have support from the other group members and you'll be encouraged to practice what you learn as we work our way through the modules.

This course helps you:

- Use what's working now in online marketing to attract clients from around the world
- Develop advanced coaching methods to make you more valuable to clients
- Have access to a small community of other hard-working, supportive Life Coaches
- Have direct access to me to help you in your Life Coaching practice

### IN BRIEF: HOW THE COURSE WORKS





## Build a beautiful website you love ... with ease (No design or tech skills needed, just a 'can-do' attitude)

**Site Setup Kit is a comprehensive online course that gives you the know-how, tools and ongoing support to create and maintain a stunning website.**

### How does it work?

Site Setup Kit contains 5 in-depth modules that guide you through the process of setting up a website using WordPress. WordPress is one of the most popular and easy-to-use website platforms for small businesses.

Simple tools, templates and training guides give you everything you need to build a site to reflect your personality and unique business brand.

*I highly recommend this product to anyone who wants to get their site going and looking fabulous. You don't need to spend an eternity tinkering around with the dozens of WordPress and Prose settings because Site Setup Kit will guide you through it! – Paulina Cioce*

### Does this sound like you?

You're a business owner, freelancer or hobbyist who wants a great-looking site that you have complete control over.

You want a site that's easy to manage without learning a coding language, or going to night-school web design classes.

You want more than a "technical guide." You want comprehensive instructions in plain English, and support when you need it.

If so, Site Setup Kit is perfect for you.

### An alternative to expensive design and time-intensive trial and error

If you've been frustrated by not having a site, or having one you can't stand, you've probably thought about:

- Paying for a designer and developer
- Spending time trying to figure website design out for yourself

We found small business owners wanted something in the middle:

## A way to build and design a website without hiring a design team, or spending hours trawling the Internet for how-to guides.

At \$297 for the core course, Site Setup Kit is a bargain compared to hiring your own designer and developer, which can run into the thousands of dollars.

And with start-to-finish guides conveniently organized in one place, it's much easier than bookmarking hundreds of Internet sites as you search for information relevant to you.

### Build from scratch, or give your existing website a style overhaul

The Site Setup Kit modules are laid out so you can work through each stage in order, or dip in and out as you need them.

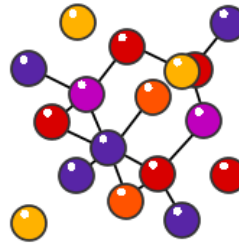
If you're starting from the very beginning, you'll be guided through how to choose a domain name, register your site, find hosting and get it live.

And if you already have a site, you can jump straight into making it look and perform beautifully!

*This is the single most helpful product I have ever seen to support the "not-so-techie" folks. – Lee Miller*

The BizTruth presents...

# CREATING CLIENT CHEMISTRY



The Science <sup>& Art</sup> of the Know, Like & Trust Factor

September 19-23, 2011

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Coaches, consultants, service-based solopreneurs and entrepreneurs:

## Finally, Discover How To Instantly Bond With Prospects, Attract High Paying Clients (And Raving Fans) And Become The Most Popular Kid In Your Business World... With Complete Authenticity

Your business cannot survive (let alone thrive) unless you connect to the hearts and minds of customers, partners and key industry figures.

But many talented entrepreneurs struggle to create the **instant relationships** that produce never-ending streams of exposure, referrals and clients.

And that's a lonely place:

- When you can change lives, but feel ignored by people you know you can help
- When you get tongue-tied in person and make the **WRONG** first impression
- When you pour your heart and soul into blog posts and newsletters and feel despondent when you get zero response
- When you make an offer to your list and the only action people take is to unsubscribe
- When you can't get the attention of key industry figures while everyone else seems to be in the "popular circle"

No matter how hard you work, how sincere your passion or how desperately people need you, if you don't know how to magnetize people to your personality and business (often within seconds), you will always feel like you're on the outside looking in.

Yet some entrepreneurs consistently inspire their tribe and generally leave a whirlwind of attention wherever they go.

These are the ones who:

- Get booked months in advance and charge higher fees because clients **ONLY** want to work with them
- Are often surrounded by a cluster of avid people hanging on their every word
- Get called upon repeatedly to be featured as an expert in publications, teleseminars and telesummits or live events

## About

Hi, I'm Christine Livingston.

I'm the coach who helps high-achieving executives, entrepreneurs and professionals make dramatic, bold and exhilarating changes.

Ambitious people who feel the trappings of "success" no longer drown out the nagging doubt that says:

"You're not there yet. Your music is still inside you."

## Moments of truth

I released my own music by discovering my passions for helping people create great, successful lives.

My personal experience certainly pushed me in that direction.

I'd had a stellar corporate career: human resources director for American Express, before moving into a leadership and management development role supporting leaders of a 4,000 people-strong business.

Following my own "success" plans, I became managing consultant for a prestigious consulting firm. I was selected to work on a huge business transformation in South Africa – of its kind it was one of the biggest, most ambitious projects in the world.

I was leading the human resources and organisation development stream. To many HR folks, this was a dream and should have been the pinnacle of my career. To friends and family, I had found success.

But that's not how it *felt* inside.

Inside I was miserable, spending long stretches away from home, living out of a suitcase, working 24/7, eating crap and failing to get any exercise on any kind of regular basis.

And here comes the head-fuck.

I was delivering great results. I was delighting clients.

(Sound familiar?)

I was in danger of trying to push through and live on praise (instead of my own happiness). But I couldn't ignore that nagging feeling, so I began seeing a psychologist once a week.

And it started to make sense.

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Dear %% First Name%%

**Are you and your Executive Team under pressure to deliver results and change quickly but challenged by employee reluctance to work together and make it happen?**

Research shows that on average, Chief Executives in the NHS have just 700 days to deliver results.

Which is a painfully short period of time when you consider the size and complexity of the organisation you lead.

One of the biggest challenges is having a highly skilled and diverse workforce, all viewing issues from different perspectives.

And whilst there is no one solution, our clients have experienced the biggest impact on employee efficiency through simple, cost-effective, low resistance changes.

Some of the biggest personnel reasons that prevent CEOs from making necessary changes include:

A lack of engagement and trust between doctors, nurses, other clinical professionals and those in management roles. This gets in the way of effective communication, reduces willingness to work together and make change for the benefit of patients and the whole organisation...(cont)

## What next?

Hopefully this has helped give you a flavour of what it is like to work with me on your project.

So what can you do next?

Email me: [amy@harrisonamy](mailto:amy@harrisonamy), let me know about your project and we can talk about how copywriting can bring it to life.

If you want to browse the website for more testimonials visit: [www.harrisonamy.com](http://www.harrisonamy.com)

As I mentioned, I love working with writing clients 1:1 and if you've read this information and thought that it sounds like it would suit you and your business, I would love to know!

Take care,

*Amy Harrison*