



inspiration ink

Copywriting – why bother?

Copywriting isn't just for people who don't have time to pen their own work. A professional copywriter is someone who is just that – a professional.

“Oh it's fine I can write it myself”

It's true, you can but think how much better it might be written by an author who has been writing professionally for years. It can be very difficult to write about something that you are working on daily, you can get 'too close to it'. A good copywriter on the other hand, will look with fresh eyes and provide you with clean, clear text.

“The annual report was great – we'll use it for the website”

One size doesn't fit all. Our copywriter's are trained and understand that different styles of writing suit different media. They can take rough material and turn it into something which suits the chosen audience. For example, did you know that the way we read text on screen differs from printed material?

“Makes sense to me!”

However that doesn't mean it make sense to everyone else! The reading age in the UK is significantly lower than you'd expect - 16 million workers in the UK (almost half the working population) have the reading age of primary school children¹. Good writing is clear writing and at Inspiration Ink we understand what it takes to create something interesting, yet simple.

“It's a luxury paying a copywriter”

Not so, we at Inspiration Ink charge as little as £25 per hour for our copywriting service. Think how quickly that would pay for itself, if it brought more customers to you. Furthermore because we're professional we're quick. You could waste a whole afternoon of your valuable time trying to pen a sales letter or a press release – why not let Inspiration Ink write it for you.

[Contact us](#) - to find out how we can help you find your words.

¹ Public Accounts Committee Review Jan 2006 (Guardian 24th Jan 2006)