

THE
Pearson Brown
Blueprint



Pearson
Brown



Blueprint

Hello, I'm Matt Brown,

Founder and director of Pearson Brown. Thanks for taking the time to look at our Blueprint, I hope you like what you read. I've put this together so you can get to know how we do things and why, it should make it easier for you to see if we're a good fit for your project.

So, a bit about me. I've worked in marketing and sales for over 12 years and have delivered services into businesses like Ford, Microsoft, The Co-operative, and BNP Paribas. I love working with smaller, growing companies too. I'm big into business and personal development and have developed my personal brand around this blend with my blog having a readership from over 100 countries now. I own multiple marketing agencies and have developed and exited many previous ventures.

I love, live and breathe this business and I hope you choose to work with us on your mission. I want to help you build something great.

All the best,

A handwritten signature in white ink, appearing to read 'M. Brown', is positioned below the typed name.

Our foundation, your strength

Our Blueprint is what makes us unique. It's how we work, and it's how our expert creative copywriters get the results that they do.

The Pearson Brown Blueprint isn't just our copywriting bible, it has the power to shape all your future marketing activity - and your overarching business plan.



1. Tell us about your project and we will send you a proposal



2. Once that's signed, we go through The Fact Find together



3. Our copywriters go through The Process and consult you along the way



4. We present you with your first drafts



5. We complete any changes that you want and produce final drafts



6. Your new copywriting is ready for publishing!

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Two key aspects make up The Blueprint:

1. The Fact Find that we will work through with you
2. The Process that we will deploy to get you game-changing results

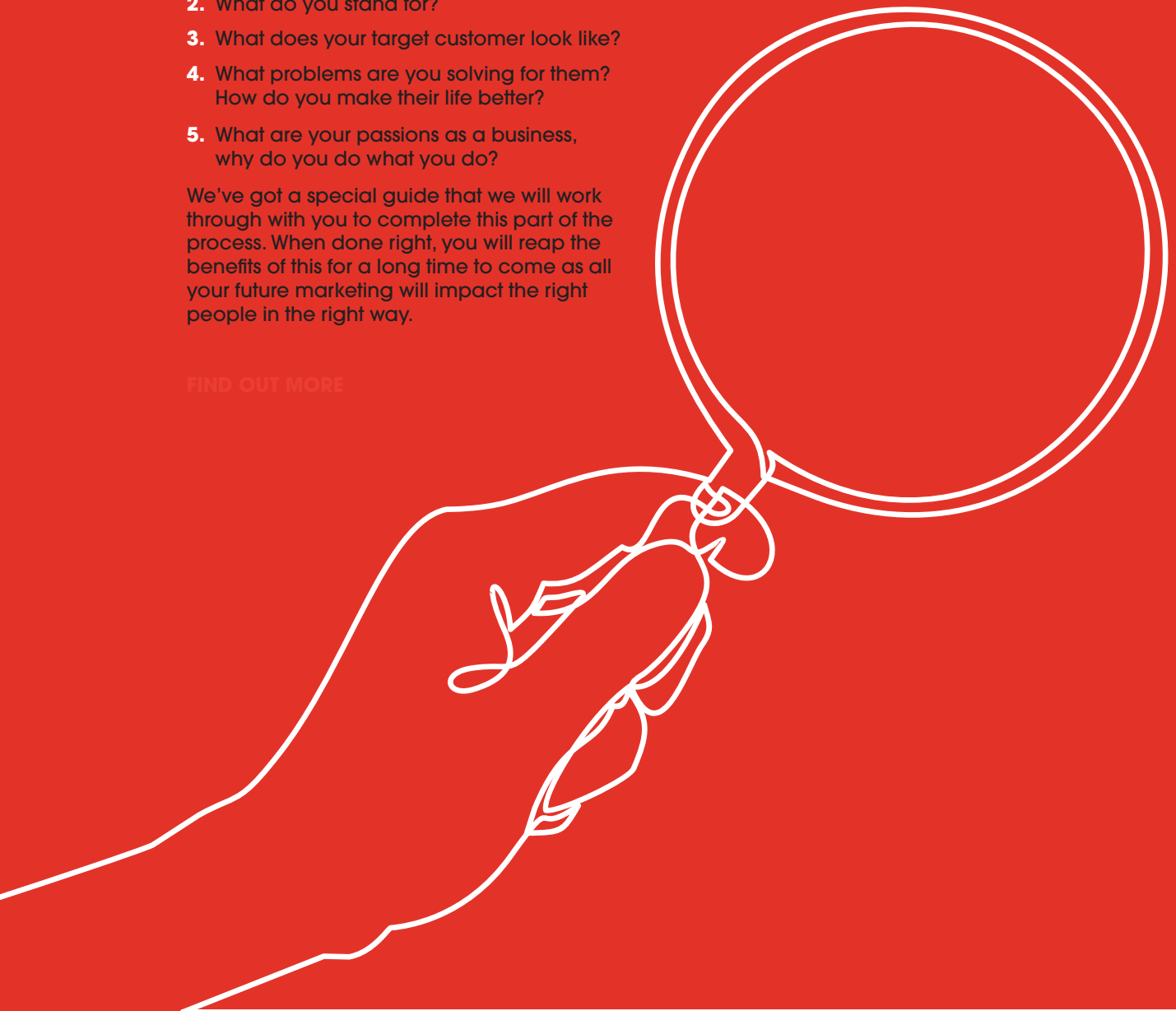
Part I: The Fact Find

We need to know all about you and your target audience:

1. What is your tone of voice as a business?
2. What do you stand for?
3. What does your target customer look like?
4. What problems are you solving for them?
How do you make their life better?
5. What are your passions as a business,
why do you do what you do?

We've got a special guide that we will work through with you to complete this part of the process. When done right, you will reap the benefits of this for a long time to come as all your future marketing will impact the right people in the right way.

FIND OUT MORE



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Part II: The Process

The critical part of The Blueprint – the doing. You will see how this ties in neatly with The Fact Find.

These are the skills and the nuances that our copywriters use to get you that Pearson Brown effect – more leads and more customers.

A) We show what you stand for

Your customers want to know what you stand for so they can identify with you. What aspect of your offering do you want your customers to take on board and believe in as much as you do? What makes you unique, quirky, and just downright better?

B) Niche it down

Nothing appeals to everyone, so don't try to please the world. We talk directly to your ideal customer so that they understand the benefit of working with you over your competition.

C) Be human

We cut out any industry jargon. Basically, if you wouldn't describe your business to your parents using the words on your website, don't have those words on your website. Appeal to the layman.

D) K.I.S.S

Keep it simple stupid. We use clear, understandable copy that your customers will relate to. As well as cutting out industry jargon, it's important to avoid long meaningless phrases to try and sound smart – it has the opposite effect. Readers need to know what you do in simple terms, and what's in it for them. That's it.

E) Sizzle over steak

Your customers don't care about every aspect of what you can do. They care about what's in it for them specifically. Our copywriting will portray you as the problem solvers that you are by focusing on what your target customers want.

F) Personality prevails

If your business were a person, what would it be like? Funny, witty, sarcastic, blunt, quiet, geeky, authoritarian? We will figure this out in The Fact Find and weave your personality through your copy.

G) The attention GRAB

Your customers are like little children. If you can't grab their attention and excite them immediately, they will move on. We're experts at the attention grab and will use this technique in all the right places.

H) Show, don't tell

We won't tell your audience that you're passionate about what you do, we will show them. Your copywriting will scream pride, passion, and commitment. This is why question five of The Fact Find is there.

I) Lean, mean, readable machine

Readability is crucial. We will edit everything with a fine-tooth comb so that your copy reads well and is 100-percent professional. We know you wouldn't be happy with anything less, and neither would we.

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A few words from our clients

After a consultation meeting, where I presented Pearson Brown with the information and the brief, they went away and later came back with a piece of work that read just like the words had come from my own hand! Truly impressive.

Paul Schofield, *Principal, Schofield & Associates Financial Planning*

We have been working with Pearson Brown for several months on creating blogs for our website to build our brand in a new venture. They are professional, easy to get along with and nothing is ever a hassle for them. I would not hesitate in recommending Pearson Brown to anyone who is looking to grow their online presence.

Janice Minihan, *Founder & Director, Minihan Property Group*

I appreciate how Pearson Brown take the time to understand the specific needs of my audience, using the appropriate tone and language to ensure the consultative approach needed in the social care sector. They find the right balance between friendly and professional, it's as if I am talking directly to my audience myself.

Gary Derbyshire, *Regional Director, Promedica 24*

I've been blown away by the support and service I've received over the last 6 months. With patience and poise Matthew and his team have confidently and creatively guided me to take my story out of my head and get it onto paper. Matthew is a superb listener; he takes in all the little details and creates content that's unique to you and you alone.

Liz Pollard, *Owner, Liz Pollard Consultancy*

Having known Matthew for over 12 months I can safely say I'm very happy with how things work between us. Pearson Brown not only deliver great copy for my website, but also edit my marketing material. I have recommended them to a number of clients for articles, blogs, web content, social media, emails and other content and I've only ever had good feedback. I will use them more and I will recommend them again!

Steven Logan, *The Business Facilitator*



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How we can help

Finally, we thought we'd provide an insight into what our copywriters can help with - it might spark an idea for your business.

Website

Your website is your number one online sales asset, let's make it work!

Brochures & welcome packs

Brochures (like this) are your chance to provide extra information, and hopefully close the deal.

Product sheets/literature

Product sheets and other literature as the name suggests tell potential buyers about your products and services. You should have one for every product that you have.

Case studies

Case studies are different: the black sheep of your sales content. They're written in a different style, but they work. They do, however, need a professional to produce them.

Whitepapers

Whitepapers are similar to case studies in terms of writing style as they also take you away from the creative and are more factual, formal documents. They're an authoritative report on a specific topic and are great to capture high value leads.

Presentations

Whether you're pitching your business, conducting training, or sharing your knowledge, make sure the written content within your PowerPoint, or any such delivery method, is professional and impactful.

Exhibitions

Showing off your company at events, and all your perfectly crafted new product literature? You've got to get your message across within seconds of someone stopping by. A few words need to have a big impact on your banners and stands - get help with this if you need it.

Proposals

Sending a proposal isn't just about the pricing, this is your ultimate opportunity to convince your prospect that you're the company for them.

Email marketing

Your email list is full of potential customers and advocates of your brand: use it. This is where effective copywriting really comes into its own to get you game-changing results - consider ongoing campaigns.

Blogging

You should use your blog to educate, inform, and entertain your audience to build your brand over time. It's a critical part of your marketing. Content increases your exposure, positions you as a trusted authority in your industry, and generates automatic leads over the long-term. It's great for SEO too, Google will love you and rank you higher.

Get In Touch!

We hope this has given you more insight into how we do things here at Pearson Brown and the extra value you will get if you choose to work with us.

This process will get you the results that your products and services deserve. Let's turn those browsers into buyers and increase your conversion rate.

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