

B2B Marketing Agency  
B2B Street  
B2B Town  
B2B 3QD

11<sup>th</sup> July 2011

## **Clear, compelling B2B copywriting without a ‘best of breed’ or ‘bleeding edge’ in sight**

We’ve all seen it: cliché ridden B2B copywriting that drones on with all the personality of a fax machine. It’s boring, difficult to read and sends customers to sleep. When copy is lifeless and dull prospects aren’t going to read it, leaving your marketing to be thrown in the bin and forgotten about.

As you will have guessed, I have a solution to offer. But first, I must confess that I don’t have ten years agency experience or awards to dazzle you with. Still reading? Then you might be interested to know is what I *have* done is build a successful copywriting business *from scratch*. Over the years, I’ve grown my portfolio from a modest array of startups and one-man-bands into one including major international brands, such as Technicolor, Siemens and Sage.

I believe this success comes down to my ‘no nonsense’ writing style, which swipes aside the fluff and hyperbole that can suffocate a compelling sales message. Instead, I focus dead centre on the reader – on their problems and what’s important to *them*. The fact that I deliver copy that hits all the right notes on the first draft also helps. With me, there’s no risk of hitting the panic button on deadline day.

### **Sometimes I get my best ideas at 4am**

With the clock ticking, it often rests on the copywriter’s shoulders to ensure projects stay on track. That’s why you’ll often find me working late into the evening (and even on weekends) to ensure emails get sent, brochures reach desks and product launches take place on time every time.


Recently I was asked to provide copy for the global launch of a new software development platform. The client needed a website, video script and brochure ready for launch day. The timeframe? From brief to delivery, I had one week. Did I succeed? You can see for yourself at [www.visualcobol.microfocus.com](http://www.visualcobol.microfocus.com).

Need more proof? Along with this letter, you’ll find a few samples for you to peruse and to help you decide whether this plucky copywriter deserves a slot on your freelancer speed dial.

Well, that’s enough from me. Thanks for reading my letter, and if you think your clients would benefit from customer focused B2B copywriting that’s easier to read than it is to put down, you know...

Matt Ambrose – *The Copywriter’s Crucible*

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what to do next.

Yours sincerely,

Matt Ambrose

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P.S. If you just want words, you can hire anybody. If you want writing that keeps people reading to the last full stop, you hire me.

*"Matt's copywriting was spot on and captured the benefits of our product brilliantly. I was really impressed at how he grasped a full understanding of our products and services in a very short space of time."* – Julie-Anne Gyton, SAI Global

*"Matt did an excellent copywriting job for us. Our website looks fantastic now, and his writing rounded everything off perfectly and reflected exactly the brand image we were aiming for. We'll certainly be using his copywriting services again in the future."* – Monita Scullard, Luxury Experience Concierge

*"Matt has written a number of press releases for us and we've been delighted with the results. His powerful writing style has been perfect for building our brand presence, and we look forward to working with him for a long time to come."* – Ben Austin, Operations Director, SEO Positive

*"We loved the way in which Matt wrote our brochure. His writing style matched our brand perfectly. Thanks very much for your excellent work!"*  
– Indira C. Tasan, BANCO, Switzerland

*"I am enjoying going through some of your past blog posts. They're excellent. I take it you're familiar with Gary Bencivenga's material as you seem to be right on the button. He too is a great advocate of making your collateral so interesting that people won't want to throw it away."*  
Robert Clay, Marketing Wisdom

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