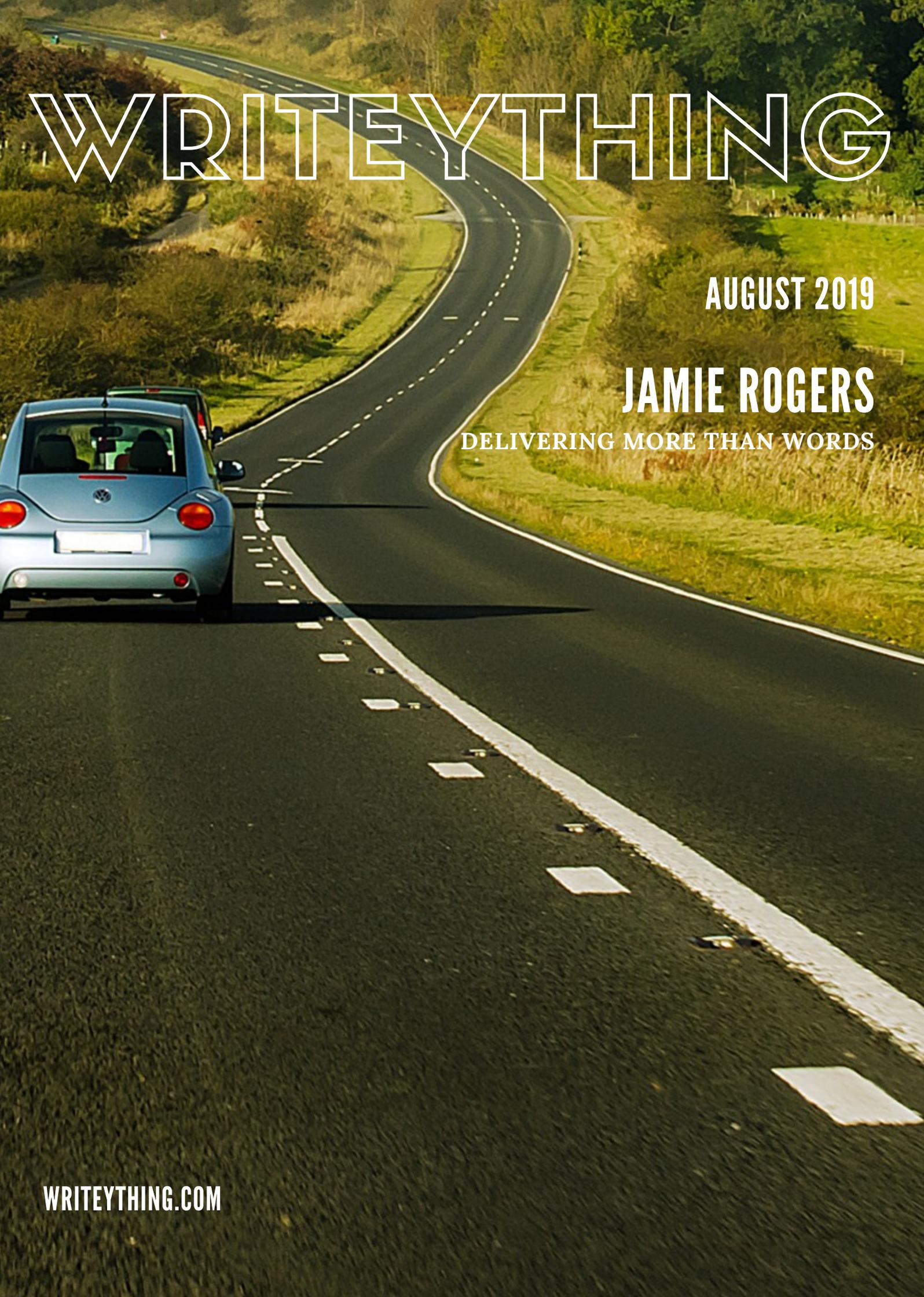


# WRITEYTHING



**AUGUST 2019**

**JAMIE ROGERS**

**DELIVERING MORE THAN WORDS**

**WRITEYTHING.COM**



## **Jamie Rogers**

Freelance Automotive Writer and SEO Consultant

t: +44(0) 746 4270 532

e: [jamie@writeything.com](mailto:jamie@writeything.com)

w: [writeything.com](http://writeything.com)

Specialising in automotive B2B and B2C SE-Optimised content & copy. 30+ years of automotive industry knowledge and experience. From 'hands on' to management & ownership, I understand the industry, market, demographics and sales from both perspectives.

### **About Jamie Rogers**

A career in automotive engineering that spans nearly 30-years. From luxury SUVs through to main-dealer service departments, low-volume sportscar manufacturing, IndyCar and Formula 1.

Automotive roles include: Engine & Machine Shop Supervisor, Company Manager, Senior Race Engine Builder, Track Support Engineer, Engine Development Engineer, Service Department Manager, Aftersales Manager, Company Director.

### **About Writeything**

Formed in 2012, Writeything has supplied content, copy, blog posts, white papers, email newsletters and articles for a wide range of organisations and companies, including:

Jaguar Land Rover, Helston Garages Group, Smithers Pira, Coventry University, PetrolPrices, The Guardian Newspaper, Heads Together (The Royal Foundation), Elephate Content Marketing Agency, The HOTH SEO Marketing Agency, BDM Talk, Advice Interactive Group, Cognition Agency, 22Point6 and many more.

It's not all big business though, small independent garages, automotive specialists, component suppliers & manufacturers all use Writeything's services to promote their business, attract new customers, build awareness and improve their website.

Typically, using professional services like these will give you between 8 – 15% return on any investment, free up time, build better relationships and give you brand leading exposure.



HOTH Certified  
Professional Writer  
Program

Current services include: Blog posts, long-form articles, white papers, newsletters, website content, high-conversion sales pages, product guides, and technical reports, all fully optimised (where necessary) for the best Search Engine Rankings; giving you an increased share of the market.



Qualifying for the Indy 500. JR is 4th from right.



2006 Dunlop TVR Tuscan Challenge Championship winning engine supplier.



HOTH Certified  
Professional Writer  
Program

## Why You Should Outsource Your Content

Looking to outsource your content is a huge decision, and I understand that. After all, any decision you make now could potentially have repercussions on your brand, business or customers.

I've had my own business for 14 years; before that I was a manager for the UK's largest independent sportscar manufacturer, and prior to that, I worked in F1 and IndyCar, with perhaps the most demanding and particular customers I've had to date.

It's my experience of managing, and building an automotive business that gives me a unique insight as to what works for my automotive clientele; knowing what I'd look for as an automotive professional, and understanding what it is that customers need to see to convert them to consumers of a product.

## Outsource Your Content

I know that a lot of businesses prefer to keep their marketing and copywriting in-house, it allows for a greater flexibility in scheduling, and gives the content manager a degree or two of more control. But using a freelancer copywriter could actually give greater flexibility, and control only matters when there's an issue, which with good communication and understanding, that should never happen.

Of course, we haven't yet reached the elephant in the room; you're already paying for someone to sit in their nice modern workspace, churning out words on-demand, and with maybe just a small amount of complacency – they're getting paid regardless whether the content performs or not, and the bonus for you is that they know your voice.

Flipping that around, you could also argue that 'knowing your voice' is a tick in the minus column. Words get written down without much thought as to whether they could be better. Is there a different way of saying something that may get a little more interaction? Could simply changing one or two words make a difference?

I have a number of clients that outsource their content need to me, one in particular relies heavily on engagement with their audience, you can almost guarantee that week in, week out, my content delivers more engagement.



HOTH Certified  
Professional Writer  
Program

## Content Research

“If you always do what you’ve always done, you’ll always get what you’ve always got”

That quote has been attributed to Henry Ford, but then statistics, quotations and facts have a habit of being mis-quoted or misrepresented in a great deal of online content. That’s why whenever I quote a source, it hasn’t been picked at random in a ‘that’ll do’ fashion. Research is the key to any great content.

Of course, using sources and linking out to other reputable (non-competing) sites is an important part of any good SEO strategy, and thanks to my time with some of the leading SEO agencies, I can create content that is fully optimised for search engines. Even when The Great God of Google keeps changing the algorithms, I’m the one that’s footing the cost of remaining current.

Speaking of linking to quality content; the very fact that I write for numerous different sites means that I already have a network of sites and clients that can benefit from inbound or outbound links, providing of course it’s appropriate.

Some of these sites have a domain authority of high 50s, even 60s, and an inbound link from them represents excellent value.

## Everybody Can Write, Right?

Most of us leave school with a degree of understanding, having learnt the basics of the language at least, some of you (note: not me) go on to get a further or higher education, specialising in English. Surely, they’re the ideal copywriters?

I use words because they fit. Not to show off my vocabulary; I don’t use words because they sound impressive, or mark me out as showing a modicum of intelligence, or to impress the audience. Words are a tool to get the job done.

In many cases, the simpler the words, the better.

If you’re trying to deliver a message, you want your reader to understand that message, to read it without having to re-read, to not have to think about what you might be saying, in other words – to get the message in its simplest form.



## Expense

For some people, paying for copywriting services just doesn't make sense. They have an education, they send professional correspondence daily, they know the difference between there, their & they're. Why should they spend money on a service that they're able to perform themselves?

It's a point.

Albeit invalid. And here's why:

Writing an email to a supplier, colleague, customer or board member, is as different as writing a romance novel to technical manual.

It's the same for website content, articles & blogs. Added to that, is that for the most part, your new content (in whichever form) will want to be fully optimised for search engines (SEO).

No matter how well you know 'writing', there's more than a chance that your SEO knowledge isn't to the same standard. And Google changes the algorithms frequently. By the very nature of what I do, I stay current with all the latest changes and updates.

And there's still more:

Yes, by writing the content yourself, you'll save a few pounds in the short term, but how long will that take you to write? For me, as a professional writer, writing something simple like a short blog post can easily take an hour – research, layout, title selection taking up the majority of the time.

Extend that to a long-form article with extensive research, and that hour can easily turn to six. At least. How much is six hours of your time worth? Never mind product development, customer relations, or the very novel idea of taking some R&R time for yourself.



HOTH Certified  
Professional Writer  
Program

**Just What Are The Benefits of Hiring a Professional Writer?**

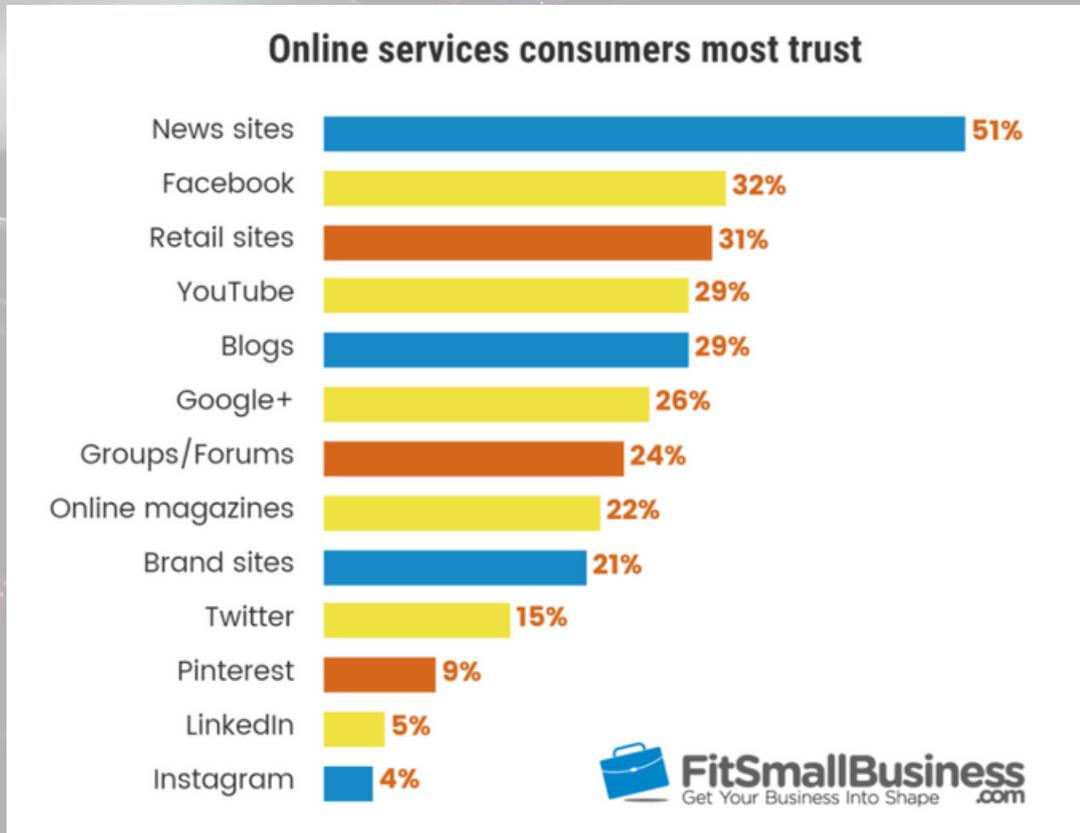
There was a time that having a blog was something classed as 'nice to have'. You updated it for fun, got the occasional comment or bit of interest and didn't feel bad if it wasn't updated for a few months.

Let me tell you, that time has passed.

A blog is a key part of any business, your customers expect to read it, and any potential customers will read it before making a decision on whether you're the right supplier for them.

Done well, your company blog can be a lead generation magnet. Conversely, done badly and you'll switch customers off for good.

Company blogs are the fifth most trusted source of information.



**The Breakdown**

Those first four sources are a great way to be heard, but not all of us have access to a news website, and unless you're a large retailer, the 'retail' section of that graph is a non-event. This leaves you with just two options: Facebook and YouTube.



Admittedly, they're both great channels for marketing, but only when used in conjunction with other methods – part of a suite of marketing tools, rather than standalone products.

A company blog gives you the space to answer any questions, provoke thought, or just engage with your customers, all in an informal environment - one that doesn't make the customer feel like you're selling to them.

### More Than *Just* a Writer

While it's true that no one knows your business and your products or services better than you do, taking a fresh look from a professional's eyes can change things.

A professional writer can approach the subject from a completely unbiased standpoint; they can look at your business, your services & products and work out the best angle to present them from the customer's perspective.

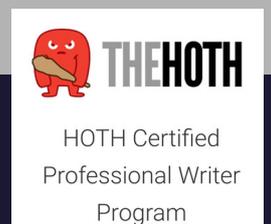
These are some of the skills that any good writer should have.

**SKILLS**

Writing skill alone is not enough to make it as a professional writer. Writers need to have a well-rounded skillset to be successful. Explore the skills required in today's writing careers below.

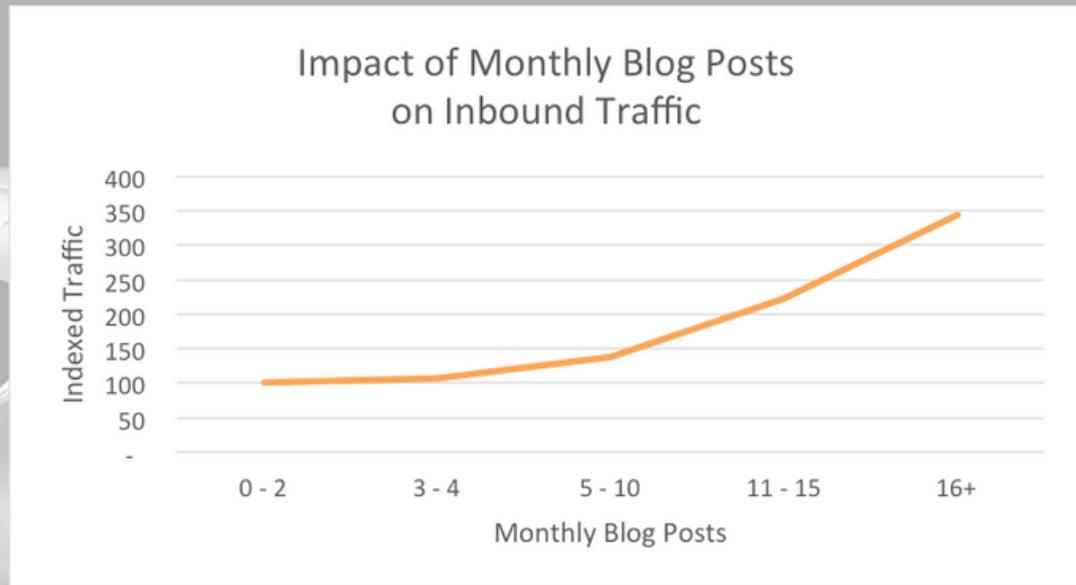
- Language Skills**  
Writers must have solid language skills, including grammar, spelling, word usage, and diction. They should have the ability to communicate clearly and concisely with the written word.
- Imaginative**  
Writers start with a blank page, filling it with their imagination. They should be creative thinkers, able to generate raw material—whether for a poem, screenplay, grant application or article.
- Ambitious**  
Because many writers are freelancers or self-employed, they must be self-motivated and determined, taking a strategic approach to landing new clients and producing strong materials.
- Research**  
Writers need to be able to research and write about any topic, even those that are unfamiliar. Research skills are a core component of the professional writer's toolbox.

Yes, it's all about words, but beyond that, a great blog writer needs to understand marketing, they know what words your customer wants to see, they speak their language, and they know that certain people are likely to act in a certain manner when they read certain things.



Finally, a word or two about just how important a company blog can be to your business.

Data from HubSpot tells us that those companies that blog more (16+ times per month) generate 3.5x more traffic to their website, than those companies that blog between 0-4 times per month.



It's true that website traffic doesn't necessarily equate to more sales, but it does help with other metrics of success. And apart from that, this is where a specialist writer comes into their own; writing copy & content that converts.

A well-written blog post, article or landing page will generate more leads, for a longer period of time; far outperforming any PPC campaign that you may run through advertising.

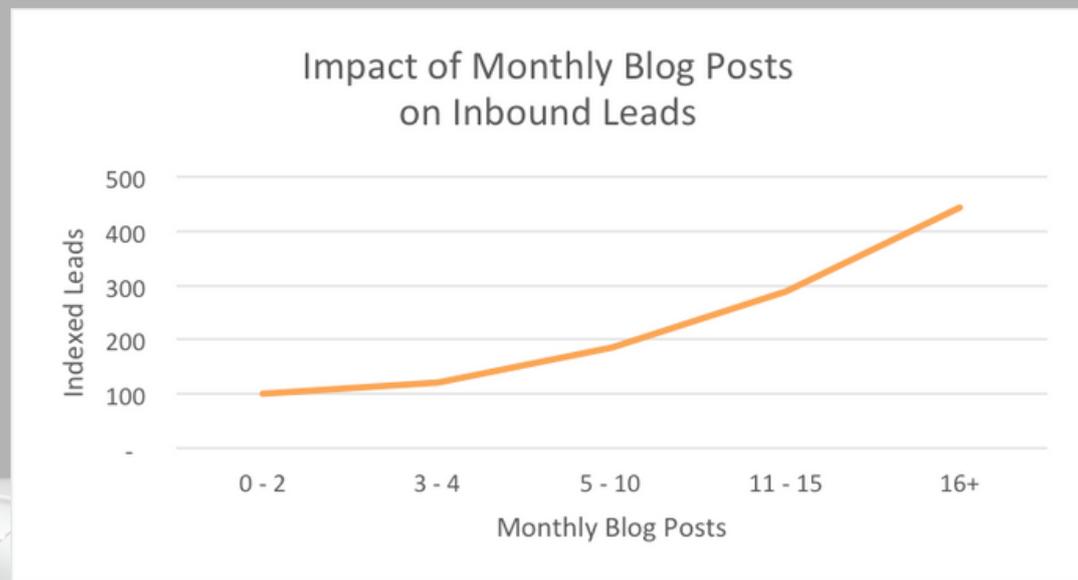
HubSpot have produced another graph from the same study, showing that companies that have a professional blog, typically get 4.5x more leads than those that don't take blogging so seriously.

4.5x the amount of leads? For a small investment in a professional copywriter? That's a huge return on investment.

Are you convinced yet?



HOTH Certified  
Professional Writer  
Program



## Having a Website is Only Half The Solution

I deal with a number of small businesses, either that have a poor web presence or none at all, aside from the ubiquitous Facebook page. Their understanding of websites, online, digital ... whatever you want to call it is usually pretty low; they're looking to have a website because they're told they should. But that's only half the story, and I'll explain why.

Without a doubt, a website has become an integral part of any marketing, branding or awareness strategy – best estimates say that there are between 1.5 – 1.8bn websites currently active in the world, with around 4bn new pieces of content being published every day.

Reasons for having a website that I hear regularly are as follows:

*“Because I need one”, “I’ve been told I should have one”, “I want to sell more products”, “It’s a worldwide audience”, “It’s all about the income generation”*

While I can't really argue with any of those reasons, the fact is that a number of these small business owners are under the impression that once the site is built and live, money (in the form of customers) will just walk through the door.

Ain't gonna happen.



## What Can a Professional Writer Do for You?

The reality is usually a little different. Yes, in theory, your products or services now have a worldwide audience, but think of it as a high street; the businesses survive due to passing footfall, a little window dressing and something that they must have – why do you think multi-national stores spend so much on window dressing?

It isn't so that regular or loyal customers use them, it's to attract the passers-by that would otherwise walk straight on past.

It's the same for your website. The first hurdle that you need to overcome is actually getting people to know you're there (SEO), then it's about window dressing – enticing them to look through the site (content) and then the sale (high conversion copy & content).

The sales process is the same, just digitalised.

You wouldn't just open a shop and wait for customers to stroll by, you'd market it, and having a website is the same thing; waiting for people to stumble across your site is an unrealistic way of doing business.

## You Need On-Page SEO

So, we've established that having a website built is really only half the job, to maximise your investment, you need to understand what it is your customers are looking for (both in terms of what they're searching, and what they need to see to actually purchase).

Once you understand that, you need a professional writer to maximise that, through the use of words, seo techniques, keywords and layout.

Of course you could do-it-yourself, many people do, but you're still not really maximising the potential of the site, unless of course you make your living with words, and have an understanding of Search Engine Optimisation.

Does that sound like you?



HOTH Certified  
Professional Writer  
Program

### The Best in the Business?

It would be easy to sit here and tell you that I'm the best in the business, that I'll make you money all day, every day, that hiring me is as close to a guarantee of success as you'll get, but I'm not, and I can't offer that guarantee.

But, and it's a big one ... because I'm not the best in the business I don't charge hundreds of pounds for every single piece of content, nor am I booking months in advance, and I won't force my copy to be untouched or edited.

I'll do my best to fit with your scheduling, even if that means a short turnaround time, I'm available (and working), most days, so you'll (nearly) always be able to get hold of me. I'm flexible with my approach, and I'm keen to build my business – which means that I'm keen to win yours, and help you build it.

Like to find out more?

Contact me to discuss your content requirements, tell me what you think isn't working for you, or just to discuss whether I can deliver on my promises.

