



Writing Machine
Agency

Structured Writing Method™

Partner with the UK's leading writing consultancy





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Welcome to Writing Machine Agency

We are the UK's leading writing consultancy. Whether you want a single executive summary, a case study programme or a complete editorial solution for your whole business, our experienced team can partner with you.

Optimise the quality of your writing

Our writers use the *Structured Writing Method™* to produce writing of exceptional quality.

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Our consultative approach and innovative processes help us to produce content that works harder for your business.

Trust in our experience

We developed the *Structured Writing Method™* nearly 30 years ago. Every day, we use it to provide powerful marketing and bid writing services to many of the world's leading brands.

Form a unique editorial partnership

Working with our sister company, Writing Machine Academy, our clients have access to a uniquely broad and strategic editorial partnership.





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Writing that shines: the *Structured Writing Method*™

The *Structured Writing Method* is at the heart of all the work we do at Writing Machine Agency. Our consultants use this method to give you exceptional quality – and great value – editorial services.

Objective setting

Objective setting

Why are you writing? All sales and marketing documents need a purpose. This purpose can profoundly affect everything else that happens next – from editorial structure, to the messages, to the tone of voice used. That's why we always agree objectives with our clients up front.

Messaging

Messaging

Every sales and marketing document exists to communicate message(s). We capture these from our clients for every project. Alternatively, we use techniques within the *Structured Writing Method*™ to create messages that are as clear, concise, competitive and compelling as possible.

Structuring

Structuring

Documents must be structured to suit their purpose. We use word processing tools to create a structure for every writing job – an editorial definition – which we send to our clients before writing begins. This significantly improves the quality and efficiency of the writing from the first draft.

Crafting

Crafting

Finally, professional writing must be clear, concise, engaging and written for scan readers – as well as being free of mistakes. When the writing begins, our skilled consultants use editorial best practice to produce writing of optimum quality.





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A unique editorial partnership

Writing Machine is uniquely placed to help you build a complete strategic solution to editorial challenges across your department or organisation.

For example, Writing Machine Academy could start by training your marketing team in the *Structured Writing Method*™ – via classroom courses, eLearning or blended learning.

Our consultants at Writing Machine Agency could then work with your marketing team to develop your competitive positioning and your marketing strategy. We could also devise editorial definitions for selected items.

You may then want our experienced writing team to produce flagship items, such as your corporate positioning brochure, or your credibility programme.

Then your newly trained marketing team could use the *Structured Writing Method* to write the rest of your marketing content. Our consultants could review this content, and provide further mentoring if needed.

All from one point of contact. And all using the same, proven methods.

Of course, that's just one application of our experience and expertise. Every organisation has different needs.

What editorial problems do you want to solve? **Talk to us.**



“The first draft had a real ‘wow’ factor. Overall, we couldn’t fault the work at all.”

Head of Proposal Management, SITA





What we do: Marketing Services

Partner with us to address your marketing objectives

Whether you want a single piece of collateral, or a full programme of activity, we can design an editorial solution to tackle your marketing challenges.

Generate inbound traffic

- blogs
- online PR
- email campaigns
- social media
- video scripts

Raise brand awareness – or change its perception

- brand positioning
- design
- tone of voice
- corporate collateral
- corporate websites
- internal communications

Establish credibility

- testimonials
- case studies
- credibility programmes
- research reports

Lead the debates of the day

- articles
- blogs
- speeches
- white papers
- thought leadership programmes

Educate and inform customers

- datasheets
- technical white papers
- product launches
- campaign messaging
- collateral development

Create and nurture relationships

- persona development
- content programmes for newsletters and blog sites
- customer service communications

Upskill and empower your marketing team

- content audit and requirements analysis
- assessment of team writing capabilities
- marketing strategy development and content planning
- content templates
- mentoring
- classroom training and eLearning from Writing Machine Academy





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What we do: Bid Services

Partner with us to transform your bid documents

According to research by Yale University in the US, decision-makers only give a document an average of seven minutes' reading time. Don't miss your chance to make an excellent first impression. Partner with us to create bid documents that set you apart.

Create executive summaries that win

- Competitive bid messaging
- Executive summary writing

Develop high quality pre-written content

- Bid libraries
- Editorial templates

Create bids that stand out from the crowd

- Design and print services

Upskill your bid team

- Classroom training and eLearning from Writing Machine Academy

"Following just a 45 minute telephone briefing, Writing Machine Agency came back to us, just one and a half days later, with a highly polished Executive Summary. I was particularly impressed with the quality of the work, given the limited amount of time and information the individual had to work with. A great innovation I will certainly use again."

Bid Manager, HP

"The explorative interview technique was marvellous. Within ten minutes they had encouraged people to share things that we'd been trying to find out for some time"

Head of Proposal Management, SITA





Our customers

We have delivered our consultative marketing and bid writing services to some of the world's largest organisations.

Business services <ul style="list-style-type: none">• Imago Techmedia• RR Donnelley• Tataljobs.com• Wilson James	Finance (cont) <ul style="list-style-type: none">• HSBC• JP Morgan• Scottish Provident	Real Estate <ul style="list-style-type: none">• Carter Jonas• CBRE	Technology (cont) <ul style="list-style-type: none">• Pyreos• Xvision• NEC• Siemens• Sopra Steria• TomTom• Travelport• Unisys
Consultancy <ul style="list-style-type: none">• Aon Hewitt• Assima• BearingPoint• EY• THSP	Fintech <ul style="list-style-type: none">• eNett• FIS• Fiserv• Merrill DataSite• Misys	Technology <ul style="list-style-type: none">• ABB• Applied Card Technologies• Atos Origin• Capita ITES• DeskCenter Solutions• d&b audiotechnik• Epson• Esri UK• Experian• Fujitsu• Hewlett Packard• IBM• Kyocera Mita• Kyocera• Logica• McAfee• Microsoft• OpenCloud	Telecommunications <ul style="list-style-type: none">• Alcatel-Lucent• Arqiva• Avaya• BT Global Services• Cable and Wireless• Ciena• Cisco• Juniper Networks• Kapsch CarrierCom• Nortel Networks• NTL (Various)• Sprint
Defence <ul style="list-style-type: none">• BAE	Food & Beverage <ul style="list-style-type: none">• Compass Group• Mitchells & Butlers• Nespresso		
Engineering <ul style="list-style-type: none">• Mott MacDonald• Thorn Lighting	Marketing <ul style="list-style-type: none">• Banner Managed Communications		
Finance <ul style="list-style-type: none">• Allianz• Baker Tilley• Grant Thornton	Marine West <ul style="list-style-type: none">• System International		
	Medical <ul style="list-style-type: none">• Ottobock		





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Contact us...

Every company's editorial challenges are different. And every partnership starts with a conversation. Give us a call to see how we could work with you.

"The opinion articles that Writing Machine Agency writes for Experian really are excellent. Their interview technique is explorative, which means they delve into a topic and develop a strong, innovative angle. The articles that they write are engaging, interesting, and a real pleasure to read. Most importantly, Writing Machine Agency helps us to demonstrate that we are leaders, not followers, in our industry."

Senior Campaign Manager, Experian

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