

KIRSTY FRANCE

FREELANCE
COPY AND
CONTENT
WRITER



KIRSTY FRANCE WRITES

I'm the writer that speaks your customers' language. I set up Kirsty France Writes in 2016 to provide sole traders and small businesses with high quality copy and content writing that would fit their needs and budget. This typically involves creating copy that expresses their personality and values. They're often professionals who meet customers and clients face to face. I provide copy that creates a seamless experience between their brand voice and the first meeting. I've also worked as part of a team with other marketing professionals including SEO experts, graphic and web designers.

I spent nearly 10 years as a solicitor working with businesses from sole traders to multinationals advising on personal injury claims. It's given me a gift for understanding my clients' values and translating technical information into layman's terms.

When I'm not working you can find me either on the terrace at Leicester Tigers or running around after my two young sons.



info@kirstyfrancewrites.co.uk



www.kirstyfrancewrites.co.uk



www.facebook.com/kirstyfrancewrites



WHAT I CAN DO FOR YOU

Blog and article writing

Blog writing is my most popular service, often because clients lack the time to do it themselves. My clients want blog posts that sound like them but struggle to achieve the results they want in writing. My copy bridges the gap between my clients' offer and their customers' needs.

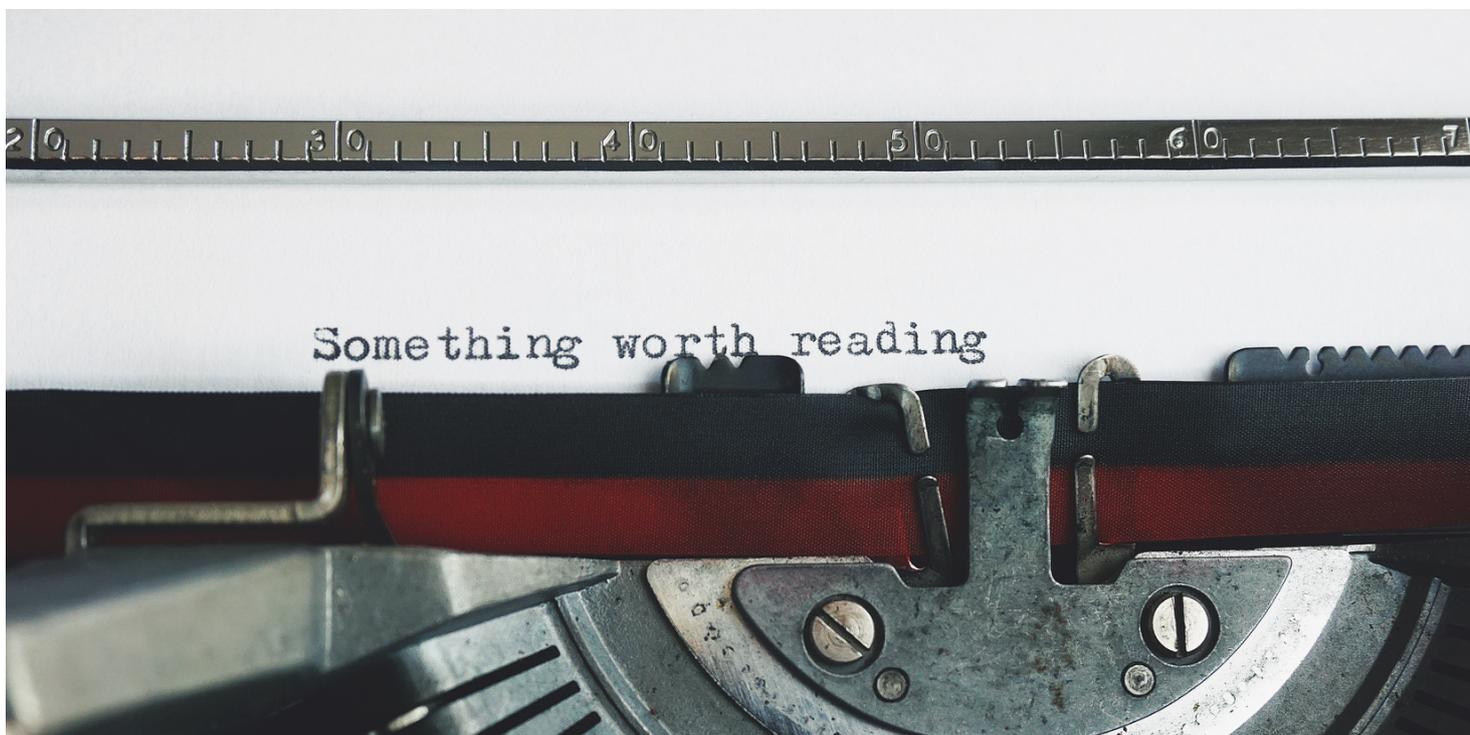
I offer blog writing as both an ad hoc and packaged service for clients from a range of industries. Project briefs can be provided in a phone call or in writing, either as a full brief or as bullet points with accompanying resources.

Website copy

I've written website copy for clients who just need a copy makeover on their current site or are creating a new website from scratch. I'll also work with your website designer to give you a single point of contact for the whole project.

Social media copy

If you've got the strategy, I'll create the copy. I don't claim to be a social media strategist but I'll take your ideas and turn them into compelling copy that fits with your brand voice and engages your audience.



MY CLIENTS

Legal & financial

My clients include will writers, solicitors and financial advisors. My legal background helps me to understand the terminology but also ask questions from a client's perspective.

Lifestyle & leisure

I've written travel and lifestyle columns for a local magazine. My clients also include lifestyle businesses from jewellery makers to online boutiques. I've even blogged for a Scottish caravan park who increased their enquiries by 150%!

Marketing & SEO

I love working with other marketing professionals following a bespoke brief. I've worked with agencies carrying out keyword research and providing ideas to turn their client's brand voice into engaging content. I also relish taking topic ideas from SEO specialists and creating lively copy that isn't stuffed with keywords.

Technical, construction & manufacturing

Back when I was a solicitor I had a particular expertise for working with construction and manufacturing clients. In those days I needed to explain their work in terms a judge would understand. Now, these projects involve creating content that speaks to professionals with different expertise as well as the general public.



Finding XMAS

Christmas may be very different this year, but Kirsty France is looking on the bright side of life this festive season.

It's beginning to look a lot like Christmas. Well...not exactly, but over the past few months finding the positives has really helped me to get through it. So, I've been thinking about the things we can still look forward to this Christmas. Here's how I'll be finding some festive joy.

LIGHT UP

Having Christmas lights everywhere is one of my favourite things about this time of year. I know I'm not alone in struggling when the daylight hours get shorter and having fairy lights everywhere gives me a massive lift. While we won't be able to gather to watch the lights being switched on in our local towns and villages, the lights will still be there. I'm even taking part in a virtual Christmas tree festival.

Even if we can't go out as much as we usually would, we'll still be able to decorate our homes. I always have lights on the tree and in the kitchen but I'm planning some for the garden this year too. (They won't flash - I like my neighbours too much for that.) If you can do the same it'll make staying at home much more cheerful.

SHARING GIFTS

I'm a fan of online shopping every Christmas but with festive fairs

disappearing I'm relying on it even more. Most of us will have loved ones that we can't get together with this year but you can still share gifts. It's just going to take a bit of advance planning and presents that are easy to post. Thankfully books and jewellery both fit into that category perfectly so I'm sorted.

Small businesses are really struggling this year so I'm also supporting as many of them as I can. My networking group are hosting online shopping events and there are lots of businesses near me offering click and collect or socially distanced deliveries. If you can shop this way you won't just be buying a great Christmas gift - you'll be helping a local business stay afloat.

CHRISTMAS FEAST

If one thing's certain, it's that we'll all need to eat, so let's enjoy it. Plan some delicious meals and allow yourself as much luxury as you can afford. My Christmas celebrations always feature an epic cheeseboard and that will never change. This has never been a season for healthy

eating so indulge in your favourite treats, whether that means mince pies, pudding, chocolate or savoury snacks. (It'll be cheese balls for me - so addictive they should probably be illegal.)

You could also treat this Christmas as a time for some culinary adventure. Indulge in those dishes that you don't normally serve at Christmas because someone in your extended family wouldn't like it. Sample something new that you've always fancied but never tried. You'll have fun and you might even create a new tradition.

Finally, if we're allowed to travel and you really need a break from it all you could always head for some winter sun. As I write this, Antigua, Cuba, Cyprus, Gibraltar, Greece, Grenada, the Maldives, Azores, Madeira, St Lucia and Sweden are all quarantine free, although some are subject to testing requirements.

However you spend this Christmas, I hope you have fun.



Urban Fox

Urban Fox was a lifestyle magazine distributed across Leicestershire and Rutland. Sadly they didn't survive lockdown. This is one of my favourite contributions, combining lifestyle advice tailored to COVID-19 with a smattering of travel advice. I have also contributed travel and career change articles regularly since 2016.

info@kirstyfrancewrites.co.uk

FLYING Solo

Are you taking a holiday this year? If you haven't because money is tight, fair enough. If it's because you didn't have anyone to go with, read on. Travelling alone can be a truly liberating experience says Kirsty France.



Start small

If you've never travelled by yourself before, the thought of a solo trip can be incredibly daunting. Start by getting on a train and going to a new city for the day. You can look around knowing that you can go back to the station and go home any time you like. I love being able to decide how long I want to spend somewhere but it can come as a shock when you're used to travelling with others.

Eat by yourself

This sounds easy, but eating alone can be a strange experience. If you can eat an evening meal in a restaurant by yourself, you're ready for anything – and remember, it isn't cheating to take a book. I often take a notebook and pen with me too. It makes waiters think you might be a critic so they treat you really well!

Overnight stays

A solo hotel stay is a big step. I've travelled on business and the hotel staff don't bat an eyelid, but turn up in jeans and they get confused. Just be polite and they'll generally respond in kind. You can also make an unfamiliar hotel room feel more like home by packing some of your favourite things – I always take a couple of family photos and perfume to make the room smell lovely.

Stay safe

It's a sad reality that lone women can be a target and when you're travelling alone you have a heightened awareness of that. Just take the same steps you would at home to keep yourself safe and find out about any areas to avoid before you travel. I've travelled solo to Buenos Aires and the authorities are very good at keeping tourists away from the scarier parts of town.

Don't be lonely

I'm pretty shy but came to love talking to new people. Conversation starters don't have to be complicated; a comment on the weather or asking about some delicious looking food can be enough. If you meet someone from another country, ask them about their home. If you're rebuffed, just move on.

What will people think?

This can be a worry for lots of people. If your family have legitimate concerns, listen and address them. If you think others will gossip you'll need to decide whether that bothers you enough to change your plans. Personally, I'd rather have the great memories.

Be brave

The freedom that comes from setting your own itinerary is life changing. I've taken on challenges that scared me and loved them. Knowing that you can be adventurous and brave is something that will stay with you long after you return home.

Solo travel might not be for everyone, but if you're in the slightest bit tempted, give it a go. You won't regret it.



Urban Fox

This is another article I contributed to Urban Fox. Their readership were a mixture of young professionals and families so the travel articles I provided had a mixture of luxury travel and family friendly breaks. They also covered topics about lifestyle change. This piece was aimed at professionals to encourage them to consider the benefits of solo travel.

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Do You Want to Give Your Wedding Day a Memorable Twist?



Your wedding day should be one of the most memorable of your life. It's a time to gather together your family and friends to celebrate with you as you declare your love and make it official. These days you can get married in almost any way you choose. You could opt for a traditional ceremony with a disco afterwards or head off to a desert island by yourselves. Most of all, you want your wedding to be memorable for the right reasons. It's only the start of your life together but do it right and your guests could be talking about your wonderful special day for years to come. Do you want to give your wedding day a memorable twist? Here are just some of the ways you can create something out of the ordinary.

A unique venue

In Scotland, you can get married anywhere you like, from a stately home to the top of a mountain. You'll still have some practicalities to consider, for example, who you're going to invite. If you're a hiker inviting the rambling club the top of a Monroe could sound perfect, but your elderly relatives might not be so impressed!

Maybe you're dreaming of a big wedding in a castle, but what if you prefer to keep it small and intimate? Our Routemaster bus can accommodate 28 guests for a [wedding on board](#) and a city tour of your choice. We can even arrange the flowers and a humanist celebrant for you for an additional fee. Imagine saying 'I do' within sight of Edinburgh Castle or the River Clyde.

Fabulous food

The food and drink that you serve to your guests can truly be an expression of your personality. Your choice of venue could be guided by what your dining options are. Do you need to cater to special dietary requirements or are you looking for a spectacular feast that will linger in your guests' memories? Perhaps it's important to you that your caterer uses locally sourced produce. Whatever you need, your caterer and venue should be happy to work with you to create a meal that you and your guests will love.

If you choose to get married with us, we'll work with you to create delicious dishes that meet your needs. Our [wedding packages](#) include a three-course meal and a bottle of wine for each table, as well as a glass of Prosecco to welcome every guest.

Transform your wedding day transport

There are lots of ways to create a unique talking point on your wedding day. Everything from your venue decoration to the evening entertainment could be designed to stick in your guests' memories. Of course, we hope that the main memory they take away is of your smiling faces as you tie the knot. We love being able to offer wedding parties the opportunity to travel in style. Our 1966 Routemaster bus is a vintage classic which could lend your wedding a touch of retro class, even if you choose to get married and have your reception somewhere else.

Your guests can travel to your wedding venue in style with a glass of Prosecco and a selection of canapes before they gather for photographs. It's also a great icebreaker if some of your guests are meeting for the first time.

If you'd like to discover more about how we can give you a wedding day to remember, please get in touch or give us a call on **01355 229 448**.

Red Bus Bistro

Red Bus Bistro operate a variety of tours across Glasgow and Edinburgh using vintage Routemaster buses. I worked with their SEO expert who briefed me with a series of keywords but was looking for creative ways to use those within their content along with blog writing on an ad hoc basis. I provided more specific topic suggestions and contributed occasional blogs when needed.

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RHUBARB & GINGER NATURAL WAX CANDLE

£15.00

If it's good enough for a dessert, it's good enough for one of our candles. Fill your home or office with the warming scent of rhubarb and ginger.

This gorgeous 30cl candle has been created exclusively for Just Jules customers to delight your senses and bring a sense of wellbeing to your day. It's presented in a beautiful brushed metal container so makes the perfect gift.

Each candle is made in the UK using 100% vegetable wax including soya, rapeseed and palm, mixed with a blend of pure oils. It's free from paraffin wax, animal products and beeswax to bring you an environmentally conscious product that's a delight to use.

Each candle will typically burn for 40-50 hours.

DELIVERY AND PACKAGING

Standard delivery is free for all UK customers. Please allow 3-5 working days for delivery.

All our orders are gift wrapped in our beautiful *Just Jules* handmade gift bags. We also guarantee you a full money-back refund within 30 days of purchase on any item, as long as it is in the original condition.

All jewellery is hypoallergenic, silver / gold-plated and 925 hallmarked where indicated.

Please note, all items are personally checked by Jules before being sent out, but if for any reason your item is faulty, please refer to our return policy [here](#).

Just Jules

Jules runs a lifestyle business with a mixture of curated and handmade items including jewellery, homeware, candles and gifts. I started off writing her product descriptions in collaboration with her website designer and we're now working on a series of blogs. This one was a wonderful challenge - evoking scent in copy form.



BACK OFFICE ADMIN AND BOOKKEEPING

I offer back of the office admin and bookkeeping support to take a whole load off your shoulders, giving you more time for everything else.



Have you ever been on the phone with a customer, scrambling to find the paperwork that will answer their query? I'll help you set up the system that lets you find it first time.

Ever missed a new business enquiry because your inbox is full of spam and you can't find the email (or remember who it was from)? I'll get it all organised so they don't go astray.

Would you just like to stop feeling as if you're running around like a headless chicken?

I'll take on your data entry, record customer details, set up filing systems and clear your inbox so everything is easy to find. I can order stock, send out quotes and reply to emails so you don't have to. You can hand over those annoying tasks that take up too much of your time, so you'll be more organised and less stressed.

Let's face it, you didn't go into business to do admin. I did and I love it! Hand it all over and you can get back to doing the things you enjoy.

AH Business Support

Ann started out describing herself as a virtual assistant before realising that she did a lot that wasn't virtual! She needed her website copy to show that she can work virtually but is just as happy in her clients' offices sorting through their paperwork. She's a lovely lady with a great sense of humour as well as being organised and methodical. We created copy to show that she understands the stresses that her clients face as well as showing her personality.



Kettell Windows

Kettell Windows is a family run business and that's a key part of their brand. They had increased their virtual presence during lockdown as well as staying in regular contact with their customers. They wanted their Christmas social media posts to raise awareness of their services and have the personal touch. We used Instagram to send Christmas greetings to their followers and gave home security a festive spin. The posts also included family photos* to keep the personal touch.

*The jumper wearing labrador is the family dog, Winnie, who regularly greets visitors to their showroom!



kettell_windows What are you having for Christmas? How about a new front door?

We know, it doesn't seem like the most exciting gift, but we think that a secure home is the best present you can give yourself and your family. We won't be able to get to you this year, but you could have a lovely new door by this time next year. Our doors come with laminated extra strong glass so you can have the look you want with added security. You can even choose a smart lock that you can monitor from your phone. Just get in touch to find out how we can help you protect your home for years to come.



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