

HELLO, I'M SPADGE!



Copywriting Portfolio

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INTRODUCTION

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www.spadgeuk.com

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Asking a stranger to part with their money is a tough job, yet I do it daily using nothing but words.

Fuelled solely through caffeine and a selfless desire to attain world peace through better communication, I am a huge believer that the pen is mightier than the sword. And not only because obtrusive sword-wielding holds a predictable outcome but because words can resolve just as much as they can harm.

Did you know that typing out lengthy emails, such as job offers, is great for improving your back posture? Email me after you've flicked through this portfolio and add ten years to your mobility...

1. CREATIVE-THINKING

2. LINE-REDUCING

3. SALE-PROVOKING

4. SMILE-INDUCING

5. THOUGHT-SHARING

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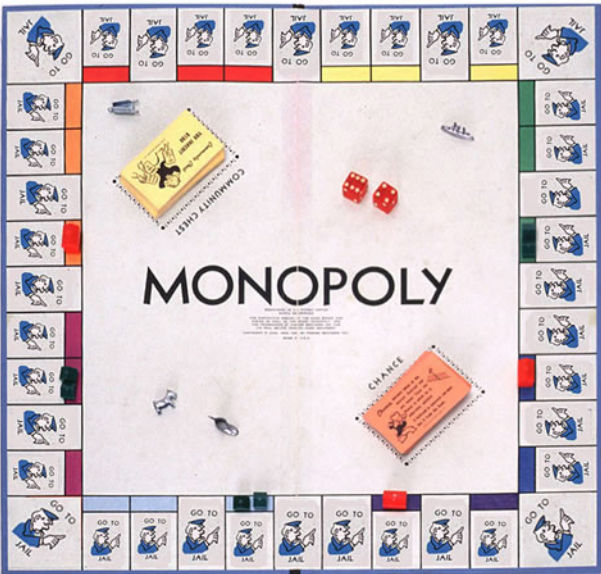
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1. CREATIVE-THINKING — EUROMILLIONS

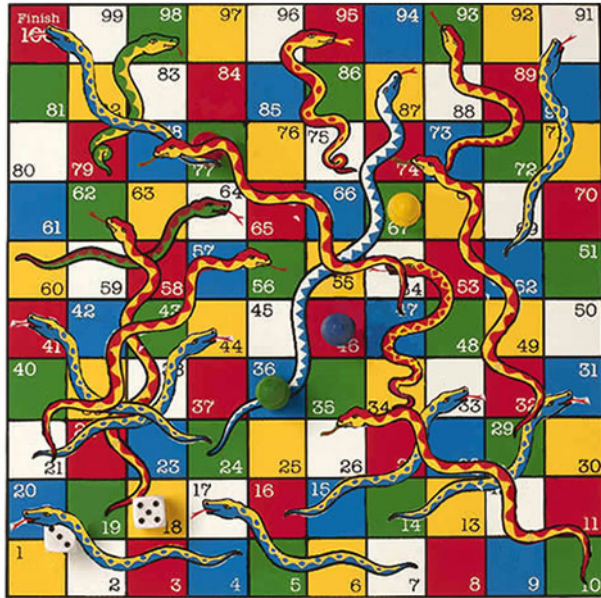
Brief: Communicate the higher probability of winning EuroMillions




PLAY A GAME YOU CAN WIN



1 in 24 do.



PLAY A GAME YOU CAN WIN



1 in 24 do.

Link: <http://spadgeuk.com/portfolio/creative-advertising/>

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1. CREATIVE-THINKING — PANASONIC

Brief: The thinnest plasma TV.



Link: <http://spadgeuk.com/portfolio/creative-advertising/>

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1. CREATIVE-THINKING — APPROVED PROPERTY BUYERS

Brief: Illustrate the main benefit of selling your house with Approved Property Buyers



we SPEED UP
a SLOW process

 /ApprovedPropertyBuyers

www.ApprovedPropertyBuyers.co.uk



24hr quote
any condition
no obligation
fast & free

SELL your house FAST

 @ApprovedPropBuy

Call today on 01472 352395

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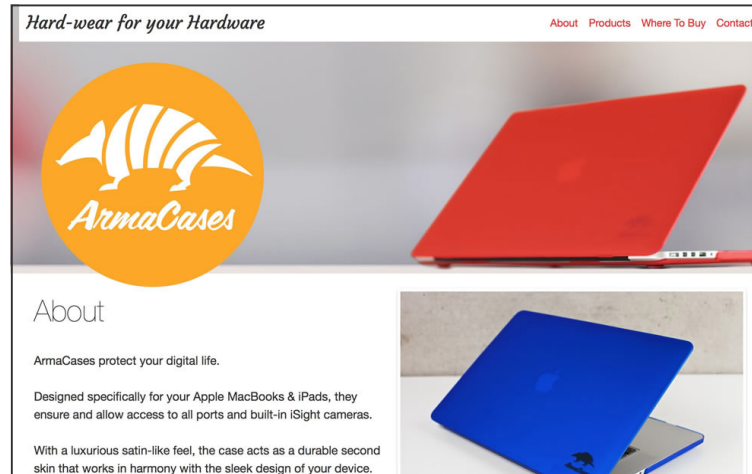
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2. LINE-REDUCING



Client: ArmaCases

Brief: Summarise the protective nature of the product.

“Hard-wear for your Hardware”



Client: Sills & Betteridge

Brief: Enhance approachability as a solicitor company.

“Together We Can”

Link: <http://spadgeuk.com/portfolio/>

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3. SALE-PROVOKING — PURRFECTLY SOCIAL

What is it? Digital Home Page Copy What does it need to communicate? Benefits of Social Media Training

Why use social media?

It seems the whole world orbits around social media these days.

Hashtags are mentioned in the news, on television, radio and in print. When did 'hashtag' even become a word? Everyone's constantly sharing information, building their own topics and making new connections.

Think of the span of that audience - is your company missing out on it?

Facebook, LinkedIn, Google Plus, Pinterest and blogging platforms - sharing frequent and valuable information shows your expertise. Be at the front of your clients' minds.

Whether you prefer a one-to-one meeting or you have a small team that require social media training, call Purrfectly Social on 01777 249075 to talk about your options.

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3. SALE-PROVOKING — ANGELS WEDDING DESSERTS

What is it? Print Advertising Flyer What does it need to communicate? Benefits of wedding cakes with personality

Tailoring to your taste-buds

The cake is always a huge talking point at a wedding, so why do brides limit themselves to either fruitcake or sponge?

Wouldn't your guests look forward to diving into a 3-tier strawberry and champagne cheese cake? Or perhaps you'd rather share a beautifully crafted mountain of your favourite chocolate bar?

Make choosing your cake difficult and your big day memorable, for all the right reasons!

Angels Wedding Desserts are inviting you to a free consultation and taster session, where we can mix together a delicious concoction of innovative ideas and mouth-watering taste.

Call us to book an appointment, where you are guaranteed our full attention - 01522 500294.

We'll make your dream a reality.

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4. SMILE-INDUCING — 9 PERFECTLY ACCEPTABLE THINGS FOR A GIRL TO DO WHEN SUFFERING FROM MAN-FLU

What is it? A personal blog post *What does it need to communicate?* It's okay to lack allure when you're sick

1. Go absolutely everywhere in Ugg boots; your legs are achy, bending down to change your footwear leads to a drippy nose and they are literally hugging your feet. Big pants are also allowed.
2. Forget about the manicure; you WILL have to blow your nose with wet nails. Tissue transfers to your nails, varnish to your face and snot everywhere in between.
3. Increase the lip-balm area; a chapped nose is more predominant than lips yet close enough to subtly include in the balming process.
4. Ice cream any time of day. Low blood sugar and sore throat instantly defeated, all before 10am.
5. Swear more than usual. The lid on that tin of spaghetti was being a dick and it shows proactivity to educate it, loudly and in front of the neighbours.
6. Cry at cartoons, nobody would argue that it must be hard to be a talking square sponge in this struggling society. Plus your mascara is already dominating most of your face.
7. Burn the dinner. Your nose is blocked, rendering it completely useless as an estimatory gauge. You must rely on hearing screams, seeing smoke or feeling the heat of that massive open-flame, but these cues take much longer to notice.
8. Whiskey on a weeknight. You slept until midday, you have bits of tissue stuck to your face and you look (and sound) like a croaky old man, sipping a tumbler of whiskey can only enhance your sophistication at this point.
9. Inflict sleepless suffering unto others. Whether you are stomping downstairs for more Lemsip or purposefully turning over every 5 minutes to alternate which nostril is the most blocked-up, making others miserable during the night makes it far less lonely.

Link: <http://spadgeuk.com/2013/04/10-perfectly-acceptable-things-for-a-girl-to-do-when-suffering-from-man-flu/>



5. THOUGHT-SHARING – PLEADING LUNACY

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What is it? A personal blog post What does it need to communicate? How the moon could affect behaviour

It is said that police attend more call-outs during a full moon than any other time of the month, and you can usually find a bustling waiting room at your local A&E, too. Apparently in 18th century England, a person who committed a murder during a full moon could even plead “lunacy” and get a lighter sentence.

So what happens, physically, during a full moon? Here’s some science for your *looks out of the window at the crescent moon* momentarily-intact mind:

“When the moon is full, it is on one side of the earth and the sun is on the other. There is a gravitational ‘tugging’ that takes place and the brain cavity starts the ringing. Some people’s brains are extremely susceptible to this effect. Everyone probably is to some extent, but that is the cause and it is a real phenomena.” – Tuppence

If our brains are being pulled around by weird solar-lunar gravity, it’s no wonder we’re easily aggravated during a full moon.

Of course when people are aware of this, it becomes easy to assign blame. Psychiatrist, Dr. Glenn Wilson, also adds: “There is good reason to believe that people’s personalities do change around the time of the full moon, not because of any astronomical force, but because it creates the optimum lighting conditions for feeling carefree and mischievous.”

In this case, both sides of ‘coincidence vs. cause’ seem to have scientific back-ups. So who do you side with? Bloomin’ lunatics.

Link: <http://spadgeuk.com/2013/11/pleading-lunacy/>