



Briar Copywriting

Paul Simister
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Dear Paul,

I began my business as a freelance copywriter just over 12 months ago. I had a website, done a little bit of direct mail and begun fusion marketing. Things seemed to be going well and I was fairly happy albeit frustrated at times when the work slowed.

Marketing to me was always one of those things that got done when I had a spare few minutes. There are lots of courses out there that promise great results and I have always shied away from them. Therefore to say I was sceptical about the Guerrilla Marketing course would be an understatement. After all, my business was doing OK, I knew a bit about marketing myself what else was there to learn?

Initially six weeks seemed a huge commitment, but it actually flew by. The work book was fantastic. There were a few areas that were slightly confusing but Paul produced some wonderful supplementary material that made everything clear. The course has a good balance of ways of taking on information. As well as the work book there are also audio and video resources. Personally I found the audio a bit 'American' for my liking, but the value of the information contained within the modules outweighed any slight gripes about its delivery.

The weekly coaching calls were fantastic and an essential part of the learning process. I have recently completed a degree with the Open University so I know how isolating home study can be. But with this course, at no time did I feel as though I was on my own. Paul was only ever an email away if there was something I didn't understand. The opportunity to discuss the weekly assignments on a one to one basis was invaluable and often resulted in devising new marketing strategies.

Did I learn anything from the course? Well, to be honest, although I didn't realise it at the time, I had been employing Guerrilla Marketing techniques since I began my business. So although most of the techniques weren't new to me (although a few were), I learnt how to use them more effectively. The course taught me to be more organised with my marketing activities, to produce a calendar to structure my year's activities to ensure a continuous and

effective marketing campaign. It has made me sit down and think about what my aims are for my business, who my target audience is and what my niche is. It has certainly changed the way I look at my business, my clients and my marketing.

As for results, well, I have begun the process of getting my website redesigned. I now have a marketing calendar which I shall follow and I have set myself the target of gaining 4 new copywriting clients by the end of this year. I feel more confident in myself and my abilities to take my business forward.

If you are considering undergoing a course on marketing then I would definitely recommend this one and have been to just about everyone I have spoken to since completing the course. It is informative, thought provoking and invaluable to anyone out there serious about making their business work.

Yours sincerely

Sally Ormond

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