



As much about me as you need to know...

The product of a conventionally dull middle-class childhood in 70s south London, a grisly public school education and a circuitous career path, I've worn many hats during my life. Most of them didn't fit.

After studying journalism, I made my way to the sports desk at The News of the World and The Sun. Two years of watching goalless draws on cold, rain-soaked evenings took its toll and I was ready for a change.

I joined The Mirror as a music correspondent and while my LP collection swelled, I remained restless. A spell in Central Government communications followed, before speechwriting for John Prescott also took its toll.

Determined to find whatever it was that I was looking for, I moved out of London.

Since then I've provided concept and copy to businesses across the UK and abroad, helping start-ups and multinationals define and develop their messages and tell their stories across print and multimedia.



I am a member of the Professional Copywriters Network and the National Union of Journalists. I am 46 years old and live in rural Northamptonshire with my wife and two teenage children.

Now about you. What are you looking for?

I can brainstorm ideas, write from scratch, provide quick copy to meet a pressing deadline, appraise existing content and work with designers of any sort.

- corporate and promotional brochures
- web content and social media content
- advertisements and direct mail
- catalogues and product descriptions
- annual reports, business reviews
- sales letters and emails
- profiles and brand stories
- guides, leaflets, flyers and inserts
- press releases, case studies and advertorials

Why you should be talking to me...

- I can help business communicate effectively to generate sales, attract customers, inform stakeholders, educate the public or persuade them to join your cause.
- I'm not a moonlighting journalist, frustrated novelist or failed poet. I'm a professional full-time copywriter. Words pay my mortgage and feed the kids.
- I've worked with businesses of all shapes and sizes, from local start-ups to multinational corporations. I've also collaborated with some of the most creative agencies.
- I'm definitely much cheaper than an agency and cost less than most freelance copywriters. So you can be sure that you're not subsidising a flash car or plush offices.
- I've written about a wide range of business sectors and interest areas, from the latest Mercedes-Benz to hospital basins, industrial pipeline to luxury hotels.
- Where possible I like to charge an all-inclusive fixed fee. So when it comes to settling your bill, you'll know exactly what you're going to pay.
- I'm flexible. You can use me as and when you need to - powerful copywriting when you need it, no wages or overheads when you don't.
- As well as a copywriter, I'm also a published author and I occasionally contribute to a number of print and online newspapers, magazines and blogs.
- I'm easy to work with. While I take my work very seriously, I pride myself on not being prickly, precious, pretentious or a prat.

5 mildly interesting facts about me...

- I am allegedly a direct descendant of the Royal family but it cannot be proved without a nod and wink.
- My dream job would be to sit in the garden, drinking tea, listening to TMS and thinking up paint names.
- Aged 7 I met Mohammed Ali; at 9 I ate chips with Bonnie Langford; and at 10 I caught chicken pox from Sophie Dahl.
- I've played cricket, hockey and lawn bowls at County level. I also served on the Board of Bowls England.
- I have four kidneys and two pancreases. However, I do still have my own hair and teeth.

If you need to know what O Levels I got or would like further information including a client list and work samples visit www.tomrigby.com.

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