

A blue square logo with the text "Blue Book CREATIVE" in white. "Blue Book" is in a sans-serif font, and "CREATIVE" is in a bold, all-caps sans-serif font.

Blue Book
CREATIVE

Dianne Vanstone

Freelance copywriter at Blue Book Creative

Your brand deserves to be heard by the right customers, and this is where I can help. My job is to distill your brand into strong messages that target and engage your customers, and give your brand a clear recognisable voice.

Words that yield incredible results, and drive your brand forward

Strong webcopy, compelling blog articles, engaging social media posts, brochure copy that packs a punch, unforgettable adverts, powerful email campaigns... I can help you get all these elements working hard, to drive your brand forward and get the conversations you need.





Who i am

I have over 22 years' experience as a professional copywriter, and I've worked in busy design studios all my life. I headed a team of copywriters for 12 years and enjoyed every minute of it, and now I'm bringing all my experience to help my own clients.

I'm an easy-going positive copywriter, who is part of the alliance of commercial writers, and my sole aim is to make you happy. Together with your passion for your brand and expert knowledge of your customers, I'll use a bit of psychology, solid copywriting techniques, tried and tested marketing strategies to craft successful campaigns that target your customers.

What i do

I work with start-ups, local businesses and global brands, and I have some of the most talented clients who regularly come to me for help with projects. I have a range of copywriting services and no project is too big or too small.

If your website needs a polish, your business needs a rebrand, your brochures need rethinking or you need regular blog articles, that's what I do.

Here are just some of the companies that I've recently worked with in 2021.



LA VIDA LOCA

Getting the right tone of voice is essential, and that's why La Vida Loca hired me. They wanted their new brand to have personality and attract their free-spirited customers to buy their high quality men's shorts.

La Vida Loca - tone of voice

Our iconic designs embrace the spirit of wanderlust in every way

For all those free-spirited daydreamers and good-time Charlies, La Vida Loca celebrates the beach-to-bar life, the endless summer, and the possibility of the next adventure. Founded on the belief that life is what you make it, we embrace The Crazy Life and those spontaneous mavericks who dare to dream and embrace their best life.

We're all about positive vibes, inclusivity, authenticity, incredible stories, and happy serendipity. We're not a normal brand, we're always seeking out new experiences just like you, travelling the globe whenever we can. La Vida Loca was founded by a true free spirit, Lee Kitson, and that freedom is woven into the heart of our products.

So, live your best one with us. Let's experience this crazy life together. See you out there!

"An absolute asset to any brand. Di is a creatively inspiring wordsmith who's genuine passions, enthusiasm, professionalism and positive approach to her craft is obvious from that first phone call/zoom/meeting. Di really captured the essence of what I was trying to create and more. Highly recommended for anyone looking for top talent, experience and personality for their brand."



With competition high in the private jet charter world, my client wanted copy that would pack a punch and leave the reader in no doubt why they should choose his company.

Private Jet Charter **- clear concise brochure copy**

Welcome to the world of luxury travel

With over 30 years' experience arranging private charter flights for high profile clients across the globe, we have built a reputation for putting our customers first and providing a seamless VIP travel service. We have experts available around the clock in 12 international offices across three continents, who can arrange flights at a moments notice and get you the best prices too.

We are passionate about what we do and how we do it, and unlike other charter flight companies we go that extra mile by focusing on the small details that really matter such as choosing a Rolls Royce or Bentley to pick you up, and in-flight catering from your favourite restaurant.

"Excellent work, we had our Jet Card, Rewards Card and Main Brochure re-written, along with copy for our new website, Dianne completed this within the time frame and the results are nothing short of sensational. We will most certainly be using you again for any copywriting that we need in the future, thank you"



I'm a regular writer for the global brand GSK and I write detailed articles about all kinds of health issues, which need careful sourcing as they are scrutinised by medical professionals. Presenting complicated information in an easy-to-read way is my speciality.

GSK - presenting complicated information in an engaging way

What causes pet allergies?

The body's immune system is a vast and complicated network which defends your body against infection, illness and disease. To do its job properly, it is always on the lookout and ready to fight bacteria or viruses. If you have allergies your immune system has become over sensitive, and harmless proteins found on dogs, cats and dust mites are wrongly identified as threats that need fighting. When proteins land in your eyes or nose, the body begins to fight back, and that's why you get symptoms such as a runny nose or itchy eyes.



ASHCREST
JOINERY

When the owner of this joinery firm came to me to help him with rebranding, I was able to put him in contact with a designer I regularly work with to provide a complete package. Working on his About Page was all about adding that personal touch.

Ashcrest Joinery - re-branding

Quality craftsmanship is timeless

Robert founded Robert Coe Carpentry in 2011, and has made a name for himself as a highly skilled Master Craftsman, who uses his traditional joinery and cabinet-making skills to craft bespoke pieces for his clients. 2021 marks a new beginning for Robert with the launch of his new company, Ashcrest Joinery.

A passion for quality craftsmanship

Robert's passion for working with his hands started at a young age when he would help his Dad, an engineer, build things around the house. By age 14, after work experience at a local joiners, he knew that he wanted to spend more time in the workshop and train professionally at traditional joinery and cabinetry. From making his first mantle clock at school, to being recognised by the Guild of Master Craftsman, Robert has come a long way in his profession, and his reputation and passion for his work is still as strong as ever.



easypeasygreeny.co.uk

When you run a business, you won't have time to write your own blogs but you can get me to do it for you. I ghost-write blogs in your voice and ensure that they are search engine optimised.

Easypeasy Greeny - ghost writing

Easypeasy eco swaps

If you're thinking of going green but don't know where to begin, it's easier to start small by swapping some of your everyday essentials with eco-friendly alternatives.

In April I did an eco-bundle giveaway with the aim to inspire people to make simple changes that will make a huge impact on the environment. I know a lot of people want to be greener and do their bit for the environment, but there are usually three hurdles that stand in their way from the start:

- Will it be more expensive?
- Will I have to shop around for speciality shops?
- Will I have to put up with inferior products?

The truth is, the answer is no to all of these hurdles, and I wanted to demonstrate this with my April giveaway. If I could show just one person that greener alternatives are easily available, sometimes less expensive and just as good, if not better, then I know I've made a difference.

What clients say

“ I have worked with Dianne at Blue Book Creative on a couple of projects. She really gets under the skin of clients brands and drills down to what actually needs to be said. A highly competent and experienced writer, with bags of enthusiasm and creativity which she brings to the table too. A pleasure to work with. I would highly recommend using Blue Book Creative.

“ I've worked with Dianne for a number of years on a range of different marketing campaigns and she has always produced high quality copy that delivers results. Dianne worked with me on a series in the Telegraph, which involved interviewing specialists within the company and creating an article to inspire readers and also promote the business. Due to her dedication and professionalism this was a highly successful campaign attracting new interest to the company.

“ I have worked with Di on many projects over the years, and she is incredibly creative, always has great innovative ideas and delivers engaging copy which works hard with design. Her positive attitude and enthusiasm for writing make her a great asset, and a pleasure to work with.

What services i offer

Editing and proof-reading

A safe pair of eyes to make sure your manuscript, website, articles or brochures are flawless.

Web copy

Content writing and SEO services that will turn your site into a great experience for your clients.

Brand engagement

I'll help you find the right tone of voice for your brand, sharpen positioning and set guidelines for all your communications.

Direct mail

Newsletters, leaflets and brochures that will inspire and engage your clients. Let's work together to push the boundaries.

Content creation

Well-researched blog posts and articles which reflect your brand and hook in your readers.

Social media

Get your brand personality across in carefully crafted posts that make your brand stand out from the crowd.

Print

Innovative print ideas that are not just cleverly creative but produce the result you want. Headlines that grab attention and copywriting that inspires.

Advertising

Great adverts have the power to transform your brand, so let's get creative and produce fabulous campaigns that are effective across all media.

Headlines, slogans, brand names, mission statements

Distill your brand into a short snappy promise that will stay with future clients.

The logo consists of a white square with a blue background. The text 'Blue Book' is in white and 'CREATIVE' is in blue, both in a sans-serif font. The square is centered on a blue background and has small white tick marks at its corners.

Blue Book
CREATIVE

No project is too big or too small

EMAIL YOUR ENQUIRY TO...

enquires@bluebookcreative.co.uk

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