

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.

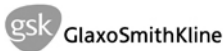
I'm an easy-going positive copywriter, who is a member of the alliance of commercial writers, and my sole aim is to make you happy. Together with your passion for your brand and expert knowledge of your customers, I'll use a bit of psychology, solid copywriting techniques, tried and tested marketing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



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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.



Writing copy for an app is all about getting the tone just right and making it engaging for the target audience.

## Vira Health - menopause app copy

Nearly two thirds of women experience sleep issues during perimenopause and menopause. It can often be stressful, but it's perfectly normal and there are treatments available to alleviate the symptoms.

If you're finding that menopause is making it difficult for you to get an adequate night's sleep, you're not alone. The good news is that it's temporary. Understanding how fluctuating hormones affect your mind and body, and knowing what treatments are available are the first steps to getting a good night's rest and feeling a little more sane!

### **Top five things that can help you get to a better night's sleep**

**1. Getting to sleep:** Keep your bedroom as dark as possible, dress in lightweight clothes, avoid screen time, do yowga and mild stretching before bed to calm your mind and avoid caffeine, alcohol or nicotine

**2. Staying asleep:** Keep your bedroom at a cool temperature. If you find yourself lying awake, get out of bed and do a relaxing activity

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### **3. Mood changes, anxiety and depression:**

Calm your mind with cognitive behaviour therapy, mindfulness and yoga, talk to a behavioural professional or speak to your doctor about medications such as antidepressants

**4. Fatigue during the day:** Get outside in the morning for some exercise, and take a short daytime nap if you need to

**5. Sleep apnoea:** Weight loss, exercise, eating earlier and Continuous Positive Airway Pressure (CPAP) can be helpful. CPAP involves wearing a face mask during sleep, which provides a constant flow of air into the nasal passages

*"I don't sleep as much as I used to, but if I can't sleep I'll get up and read or pray or do some crafts. It's good to catch up on the ironing and writing in my journal. I think it's important to accept it and not worry or consider it as something abnormal. I'm also very pro afternoon naps."*

**Liz**



*Establishing your aims and ambitions to shareholders is often quite tricky. I work with my clients to get to the heart of what they want to say, and then find the best way to say it.*

## **Envirolec - positioning copy**

### **Building a sustainable future through innovative technologies**

*(Intro copy)*

As the world becomes collectively more aware of the impact we are making on the environment, we believe our industry must ambitiously lead the way when it comes to sustainable living. As a progressive-thinking company, we have always been at the forefront of developing innovative technologies to be able to support the world's leading home builders.

For us, energy targets set out by governments are just the blueprint to a better future away from fossil fuels. Our goal is to exceed these recommendations and to drive change so we can be confident that the housing we build today won't impact on the generations of tomorrow. We are passionate about improving air quality and health, reducing fuel costs and building environmentally-positive communities.

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... Our partnership with Renusol is key to our vision as we work together to develop high quality solar pv technology. It gives us a fantastic opportunity to take the initiative and help you create low-carbon, energy-efficient smart homes that will help with our collective aspiration to bring all greenhouse gas emissions to net zero by 2050.

We are proud to be leading the way in the housing industry, and to have a solid reputation as trusted experts with unrivaled resources. Together we can help you build state-of-the-art sustainable housing that will positively impact the lives of future generations.

*(Pull out quotes and facts to pick and choose)*

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

### **1987's Brundtland Report**

The Energy Saving Trust estimates the average UK home with a solar PV system installed could reduce carbon emissions by 1.3 to 1.6 tonnes per year depending on where you live in the UK.

From 2021 all new homes in the UK will be expected to achieve a 31% reduction in carbon emissions.

Solar PV will enable households to enjoy parts of the year where they're 100% self-powered.



*If you're finding it difficult to convey what you do and how you do it, I can write copy that is easy for your customers to understand.*

# Monaflex

## - explaining complicated systems

### The Monaflex Tyre Repair System

A perfectly moulded repair that is the strongest in the industry

Doing away with traditional heavy machinery, Monaflex developed a lightweight, yet tough system, that provides a distortion-free, long-lasting repair to tyres of all sizes.

### How it works

(How it works diagram with illustrations)

*A straightforward setup that provides a superior repair every time*

**The repair:** Damaged material on the outside of the tyre is replaced, and the hole on the inner liner is covered with a patch.

**The process:** Monaflex pioneered the use of heavy-duty inflatable airbags to ensure that the patch is applied on the tyre under pressure, and heated with heat pads so

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... that it cures quickly and faithfully to the unusual contours of the tyre. Because the patch is applied under pressure, the repair is uniformly smooth, even and feather edged – giving even greater adhesion and making the repair unnoticeable.

**Vulcanisation:** The soft rubber patch becomes solid and durable when heated through a chemical process called vulcanisation. Two flexible heat pads provide the necessary heat for vulcanisation to take place.



*Creating a beautiful prospectus is key for any educational provider, and it is a wonderful opportunity to engage with your customers.*

## Theatretrain - prospectus copy

Main Header: **Theatretrain**

Strapline: ***Theatre training designed by industry-leading expert Kevin Dowsett***

Stamp: **Professional tuition you won't find anywhere else**

*(Logo)*

p2-3

*(Welcome letter)*

Thank you for enquiring about Theatretrain. I hope this booklet gives you lots of information about the Theatretrain Way, our curriculum and what our students get out of the training.

When I first founded Theatretrain I knew I wanted to offer something completely different to what I was seeing from traditional theatre training. Most classes available today are based on an examination system and offer very little in the way of a true experience of what it's like to be, and think as, a performer. I wanted to change that.

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At Theatretrain we empower young people and encourage self-expression, individuality and creative thinking. Alongside professional tuition in singing, acting and dancing, a huge part of the work is developing as an ensemble of performers. This is why our large-scale productions are not only unique to Theatretrain, but key to the training. This is important because at Theatretrain we encourage students to grow from the mindset of those around them. We genuinely use the power of the group to extend our students' potential.

The cornerstone of the Theatretrain Way is the belief that the performing arts should be accessible to everyone, that's why we never audition new students or ask for any previous experience. Plus, it's our policy that fees are kept to a level affordable by most families.

I hope this booklet outlines our unique approach to theatre training, and I look forward to welcoming you to the Theatretrain family soon.

*(Picture of Kevin and signature)*

**Kevin Dowsett**

Founder of Theatretrain



*Microsites need to be strong and compliment your main site. Concise USPs, tone of voice and clear links to find information easily are essential.*

## Theatretrain - microsite copy

Main-Header: **Welcome to Theatretrain [Ashford]**

*(Intro copy)*

At Theatretrain Ashford we offer professional classes in acting, singing and dancing for 4-18 years olds at the Liv2Dance Studio which is conveniently located in the centre of Ashford. We accept aspiring performers from Ashford and surrounding areas who want to express themselves creatively and take part in large scale London shows and smaller local shows each year.

*(Bold copy as a flash)* **No auditions and no experience necessary**

*(CTA button)* **Book a trial session**

Left Header: **What we do**

Theatretrain is not just your average drama classes for young people which you'll find from other theatre companies. We offer professional tuition in stagecraft which is not available anywhere else, and we are...

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... supported by some of the industry's most prestigious actors who recognise the difference we make to young people's lives with our unique approach to theatre training.

*(CTA button with link to classes page)* **Our classes**

*(Right-side image)*

Right Header: **Why choose Theatretrain**

- A unique approach to theatre training designed by industry-leading expert, Kevin Dowsett.
- A comprehensive curriculum which gets to the heart of what it is to be a performer.
- Large-scale performances in prestigious London venues.
- Exceptional quality, professional teaching that you won't find anywhere else.
- Affordable competitive fees
- Professional representation for all Theatretrain students

*(CTA button with link to enquire page)* **Enquire today**

*(Left-side image)*

Left Header: **Our curriculum**

Our curriculum explores the power of live theatre and how as performers we communicate to an audience.

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Our training focuses on the four main aspects of being a performer: an hour's tuition each week in acting, singing and dancing; working as part of a team in a professional ensemble; bringing the learning together in end of year performances; and life skills such as self-esteem, creative thinking and communication skills.

*(CTA button with link to map page)* **Contact us**

*(Right side image)*

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# THEATRE TRAIN

DANCE  
ACT  
SING

*Writing for a younger audience is often challenging but by breaking up the copy, adding good images or illustrations, and getting to the point quickly you can engage, entertain and inform.*

## Theatretrain - blog copy for younger audiences

Main header: **How to step out of your comfort zone  
(part one)**

*(Intro)*

If there is one thing I'd encourage you to do it would be to challenge yourself as much as possible. In this three-part series we look at what it takes to step out of your comfort zone and what you can achieve when you take a leap of faith.

Header: **Part one: Why are we so cosy in our comfort zone?**

Our 'comfort zone' is a state of mind where we have a sense of security and certainty. It's where we all spend most of our time, doing the routine things in our lives that we know well. Stepping out of our comfort zones is when we do something new and when we challenge ourselves. When we are out of our comfort zone we can't predict what will happen or if we will fail, and that causes a certain amount of anxiety and worry.

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*“A ship is always safe at the shore – but that is not what it is built for.”* **Albert Einstein**

### **Why is it hard to step out of our comfort zone?**

We are all wired to enjoy being in our comfort zone. It is perfectly normal and healthy. We know what to expect, what we will feel, we know we won't encounter failure and we won't risk making a fool of ourselves. However, we also don't learn anything new, or develop as people in this state.

*“The hardest thing to do is leaving your comfort zone. But you have to let go of the life you're familiar with and take the risk to live the life you dream about.”* **T. Arigo**

### **What happens when we dare to challenge ourselves?**

Did you know that you have already stepped out of your comfort zone by signing up to this programme? Congratulate yourself right now! When we step out of our comfy state we are taking an important step to develop ourselves, challenge ourselves and learn new things. It is scary, and you will most certainly encounter anxiety, a few failures along the way, and an instinct to run back into your comfort zone. But what do we gain from stepping out?

*“By leaving your comfort zone behind and taking a leap of faith into something new, you find out who you are truly capable of becoming.”* **Anonymous**



*Part of my role as a copywriter is being able to conduct interviews and write articles for national newspapers that have a great hook.*

## **Saga Holidays - interview articles**

### **Get your kicks on Route 66**

Ingrained in the American psyche, Route 66 represents the spirit of adventure and is still a tantalizing draw for visitors to America.

It was expert Holiday Hunter Chris Parker's idea to do a tour that follows this iconic highway. "I was sitting at my desk and I had quite a few phone calls from the call centre asking if we had any tours which incorporate Route 66, or even touch upon the route. So that got me thinking why aren't we doing a tour like that, and how can we make it better than our competitors and more suitable for our customers? Route 66 is such an iconic route and I knew our customers would love to experience the great American road trip for themselves. I got excited, and that was the acorn and it sprouted from there."

From the rust belt to the sun belt, from Chicago to Los Angeles, Chris created a tour that covers an epic 2,400 miles, travels through eight states and crosses three time zones. As they travel along Route 66, Chris' customers can enjoy highlights such as a cruise along the

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mighty Mississippi River, see the famous art installation 'Cadillac Ranch', stop at the ghost town of Glenrio, visit Albuquerque's historic Old Town, stop at the Petrified Forest National Park in Arizona, take a helicopter ride over the Grand Canyon and try their luck in Las Vegas.

Chris knew he had to get this tour just right. "Firstly, I wanted the tour to start and finish in the right place," he explains, "Officially it starts in Chicago but the official end is at the pier in Santa Monica, so I wanted to make sure that we went all the way to the pier as not everybody offers that. It seems crazy – there's a sign that says 'end of the trail', so how can you do Route 66 and then not go to the pier? It's the final sign off to say you've done the whole route."



[easypeasygreeny.co.uk](http://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.

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# 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.



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# What clients say

“ We got Dianne in for a couple of weeks to cover while our proofreader took a well-earned break. Dianne was a big hit with everyone, thanks to her coolness under pressure, her willingness to pitch in, but above all for her eagle-eyed, zero tolerance approach to typos, literals, off-brand language and all the other proofing nasties. We'd recommend her highly - and we'd hire her again in a heartbeat.

“ Dianne has been great to work with. She delivered excellent copy, on time and with a wonderful positive energy. I would recommend her highly.

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# 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.



**No project is too big or too small**

**EMAIL YOUR ENQUIRY TO...**

**[enquires@bluebookcreative.co.uk](mailto:enquires@bluebookcreative.co.uk)**

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