



PechaKucha Showcase

Catherine Jones

Copywriter, Brand strategist,
Copywriting trainer, Facilitator,
Learning designer...



@CleanSlateCopy



Clean Slate
Strategy



Clean Slate
Copywriting



Clean Slate
Copy
School

Trained in Secondary English,
adding Drama, Music and RE
teaching along the way.

Private English tutor under
"Bersted Learning"

Career #1: English teacher

GCSE English and Eng Lit
examiner for Edexcel

Behaviour/Emotional Vulnerable
specialist in Alternative
Provision. Managing unit in
Gosport.

My first business

Local events and information for families...



OUR LOCAL REACH

With over **1000 local Facebook followers**, and a reach of **30,000** (Dec 2016) we can get you to that local target market.

With over **300 Twitter followers** and **27,000 monthly impressions** (Dec 2016), we gain maximum coverage for your business through participation in local Twitter networking hours on your behalf.

OUR LOCAL DEMOGRAPHIC

100% of our Facebook followers are from the South East.
79% of our Facebook followers are in Bognor Regis and Chichester.
83% of our Facebook followers are women aged 25-45.

Is this your target market? Then contact us now! _____

WHY CHOOSE US?

Family Friendly Online is the only service of its kind in the Bognor Regis and Chichester area.

Run by locals, for locals, we can bring businesses and customers together like no other service in the area.

Better than print media! By using analytics we can show you how just how many people are seeing your adverts, post-by-post.

Why Digital Marketing?

91% of adults in Arun and Chichester district use the internet*	97% of adults age 16-44 use the internet every day*	78% of adults use Facebook**	45% of adults use Twitter**
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THE NOT HUB FOR FAMILY INFORMATION AND SERVICES IN CHICHESTER AND BOGNOR REGIS

► Give your business a boost with a custom digital advertising and social media campaign.

WEB ADS Digital image to appear on Family Friendly Online, linked to customer website.	ADVERTORIAL Featured spot in topical piece about your business type e.g. Top 5 Child-Friendly Local Cafes	SPONSORED ARTICLE Article about your business, complete with image and link to your website.	PREMIUM LISTING Stand out from the crowd with top billing on our Calendar and Business Listings pages.
SOCIAL MEDIA Your features, events and information shared across Twitter and Facebook.	E-NEWSLETTER Monthly newsletter to email subscribers with featured articles, ads and offers.		
OFFERS & COMPETITIONS Promote your special offer or giveaway on our website.	FREE EVENT LISTINGS Promote events on our events calendar.		



COMPETITIVE | CURRENT | TARGETED | DIGITAL

facebook /familyfriendlybognorchichester | twitter /FamilyBognorChi | marketing@familyfriendlyonline.co.uk

COME JOIN THE FUN!

My second business

Monetised
lifestyle blog...



Lazy Mum

Published by Hootsuite



18 July 2020 · 🌐

Win a £100 Amazon Voucher!

Lazy Mum has teamed up with a group of fab bloggers to bring you our Super Summer Giveaway.

Competition runs from 13th July 2020 – 27th July 2020

Simply visit my site to enter. <https://lazymum.co.uk/>

#giveaway #competition #amazonvoucher #familyfun #parentingishard



Lazy Mum

24 July 2020 · 🌐

🌿 This week I've been lucky to have the chance to guest post for the fabulous Lindsay of @amomsblog1

🌿 I'm all about keeping things simple and easy. So if you're out of fresh ideas for fun things to make with the kids, but don't want to spend hundreds on craft supplies - look no further!

🌿 8 easy nature crafts for kids.

<https://amomandherblog.com/8-easy-nature-crafts-for-kids/>



Nature Crafts for Kids:
8 easy projects to do at
home



LOG.COM

e Crafts for Kids ★ Lindsay Katherine

Crafts for Kids: In need of ideas and inspiration to get your kids outdoors to do ...

My third business (still going!)

Copywriting
services



A few years ago we started creating our chocolate bouquets for friends and family. Over the years they've marked birthdays and weddings, celebrated retirements and graduations, and brought joy wherever they've gone.

To be honest, we were struggling to find gifts that were special enough for our loved ones. *Personal* enough.

So we made our own.

And we can make them for you too.

We combine the flair and creativity of our top-class floristry and bespoke art printing skills to produce gifts that WOW. Gifts that surprise and delight. Gifts that make the heart sing.

We put as much love and care into the gift we'll make for you as those we made – and still make – for our own loved ones.



Home Story Services W

Meet the team - Diana Tucker

Amide

Catherine Jones

10 Jun 2019



A first class funeral service

When a loved one dies, organising a funeral can seem overwhelming. At Lee-Hobson funerals, we strive to make the bereavement process as simple, clear and stress-free as possible, giving you the time and space you need to deal with your loss.

[Learn more](#)

Eclectic early clients...

Let's do this!

Start lowering your cholesterol today!

Flora ProActiv with the natural power of added plant sterols that help filter cholesterol from the body.



 **Microsoft**
Azure Virtual Desktop



**+ WUNDERMAN
THOMPSON**

Big name early clients...



Thrive in the cloud with intY

Simplified Systems

Seamlessly order and manage your customers cloud services 24/7. Our cloud marketplace makes it easy to provision licenses from any of our vendors. Choose the solutions you need to create unique service offerings for your customers in just a few clicks.

Speak to one of our Account Managers today to learn more about provisioning through CASCADE.

Secure communications and grow trust

Email is the most common gateway for cyberattacks and email security solutions deflect over 100 million of these threats every day.

As an MSP, you're constantly up against these threats, striving to protect your customers' digital communications.

Long term retainer client...

Find the perfect balance of SaaS solutions

We'll help you choose the best possible combination of Network & Security solutions, to ensure peak performance and total protection.

Our 5 essential categories cover everything you need:



Secure endpoints to protect customer devices



Strengthen email to shield against advanced threats



Safeguard systems with backup and disaster recovery



Secure internet browsing with web protection



Control access and security with identity management

1. Contact Centre as a Service (CCaaS): But what actually is it?

CCaaS stands for Contact Centre as a Service, where all cloud-based customer communication systems are delivered through a single platform, typically on a subscription basis.

But it's not just about making calls; it's about creating enhanced, efficient and cost-effective communication experiences. With CCaaS, businesses can seamlessly communicate across a range of channels - whether it's a traditional phone call, video conference, quick live chat, an email thread, SMS alert, or even social media messaging. With every platform integrated, users can switch between channels with ease, depending on the customers preference.

Your stack unpacked: network and security needs explained

Need to know more about Network & Security solutions?

We've got the lowdown.



RITCH DIGITAL

GET BRILLIANT CLIENTS *BANGING ON YOUR DOOR*

Helping you create more leads and sales through brilliantly designed websites and content your clients are crying out for.

HOW I CAN HELP YOU?

Do you want your website to put in the hard yards for your business just like you do? Delivering a steady stream of leads and sales from the kind of customers you only thought existed in your dreams?

If the answer's yes, you've rocked up to the right place.

WHAT IS YOUR BIGGEST MARKETING CHALLENGE?

If you need amazing content that gets the job done and more, but you're done in by data and bemused by buzzwords, then you've come to the right place.

- ✗ **Your website is just a shop window. You might get visitors, but you don't know how to reel 'em in.**
- ✗ **You've heard about content marketing, but you thought it meant being happy at work.**
- ✗ **The only thing you know about branding is that you can remember the slogans for KitKat and potato waffles (they're waffly versatile).**

Quirky personal brands...



Brightelm™

Meetings with purpose



Transform how your
charity works

Moving into brand messaging - taglines



SAFE
HANDS

**Safe Hands - Refreshingly
Human Business Support**

@safehandsUK • 9 subscribers • 43 videos

[More about this channel ...more](#)

Subscribe



EXCEPTIONAL DEVELOPERS;
EXTRAORDINARY
SOLUTIONS

Tone of Voice Workshop Proposal

Prepared for:
The Novium Museum

Prepared by:
Catherine Jones

Finding your Tone of Voice

If your museum could speak out loud – how do you imagine it would it sound?

Moving into brand voice...



The Novium Museum: Tone of Voice Guidelines

Our brand purpose

- We are a **unique** museum, with archaeology literally at our foundation.
- We are a **local** museum of **national significance**.
- We **care** as much about **Chichester's local history** as our ancient, **Roman treasures**.
- We're here to **share stories** through engagement, outreach and exciting visitor experiences.
- We aim to be **accessible** and **relatable**, by using an informal, conversational and engaging style.

Workshop facilitation - brand voice and brand strategy

WHY we do what we do

Our Mission. Your success. Everyone's safety.

- We strive to embed safety into aviation innovation
- We nurture aviation pioneers through supportive partnerships
- We put new aviation tech on a pathway to success
- We're inspired to keep aviation pushing forward
- We're serious about safety



WHAT we do

We enable innovation by nurturing established aviation businesses/professionals and industry pioneers through their safety and compliance needs.

As renowned experts delivering cutting-edge aviation consulting and training at the highest standard, we operate with integrity and deep knowledge.

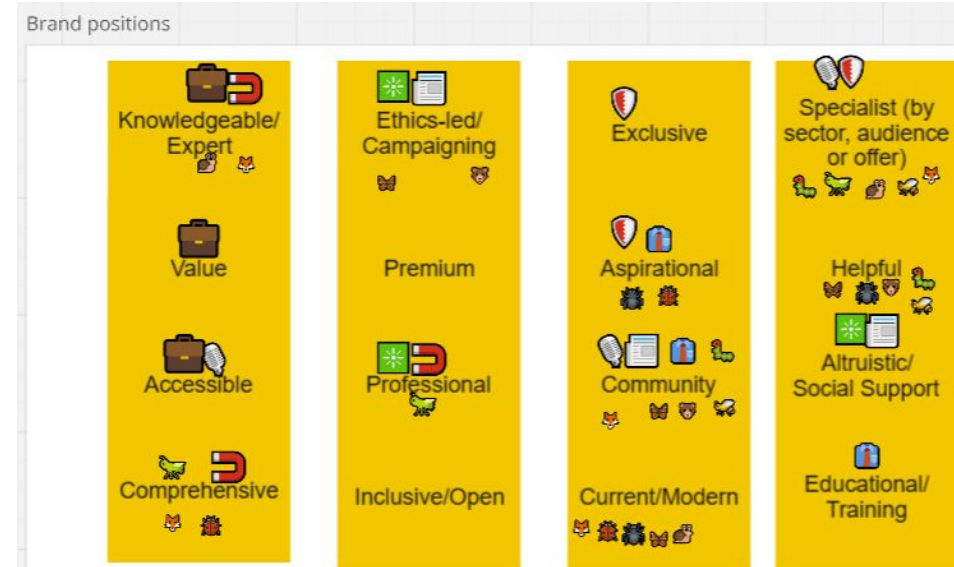
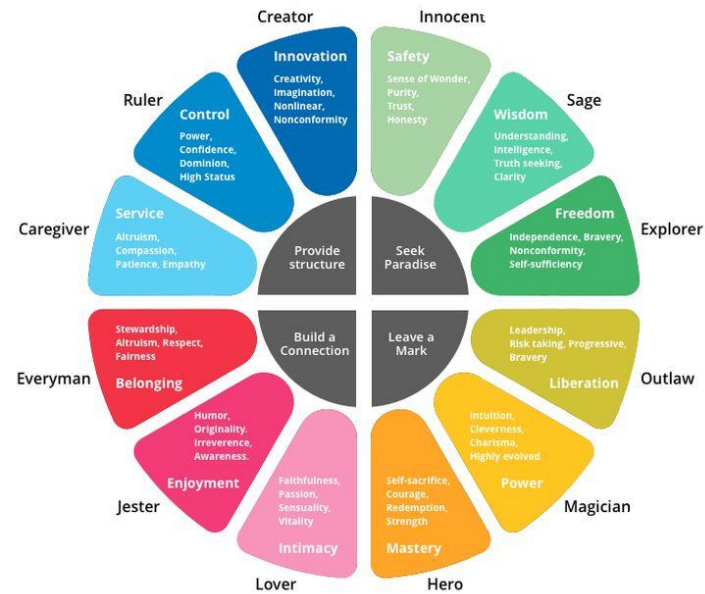
Who we are	How we deliver
Experienced	Experience and current knowledge is our trademark. It not just about theory - but how to apply in context and practice.
Insight & authority	We always have insight into what's current in our industry and are well known to industry authorities and bodies.
Integrity	We never cut corners on safety requirements and standards. Ever.
Specialist	Our consultants all have specialist knowledge in aviation safety.
Champions of innovation	We're excited about breaking new boundaries and are keen to get new technologies off the ground.
Nurturing relationships	We take the time to build relationships with UAV pioneers.

Brand pillars

What makes us unique and differentiates us from others.

1. **Integrity in all we do** – honesty and safety are at our core
2. **Highly responsive** – we rapidly adapt to change
3. **At the forefront of knowledge** – we're always on top of new industry developments
4. **We build supportive partnerships** – we care about helping innovators succeed

Workshop activities for brand voice and brand strategy



BRAND PERSONALITY SPECTRUM




Brand personas brought to life in brand voice guidelines


The Radiator Centre persona

“I’m the kind of expert you actually enjoy talking to. I know my craft inside out, but I’ll never make you feel out of your depth. I’m warm, approachable, and always ready to listen. I love great design, and I get just as excited about a well-placed, beautifully finished radiator as I do about a perfectly styled room. But I’m just as at home working out heat calculations as I am talking about colour palettes. I know that the best-designed spaces balance style with function, and I’ll help you get both right.

“I’m not here to rush you or sell you something you don’t need. Take your time, ask every question, and feel completely confident in your choices. I’ll walk you through the details - whether it’s the technical specs or the finer design touches - and I’ll always be upfront if something won’t work. Think of me as your trusted friend: knowledgeable, straight-talking, and genuinely invested in helping you find a beautiful radiator that fits your space, your style, and your needs perfectly.”

Brand voice and brand messaging for IPSE.



[Join](#) [Log in](#) 

Where self-employment works for you

We are the UK's only not-for-profit membership association dedicated to the self-employed.

How we speak

Supportive

We're not a faceless corporation but a friendly community, led by experts.

We offer comprehensive support and the best possible advice, but we aren't aloof or superior.

Our members can rely on us to be responsive to their needs and explain things in ways they can easily understand.

Caring

We're champions for our members.

We listen and demonstrate our deep understanding of the needs of the self-employed.

We share our passion for people and showcase their stories both internally and externally.

Knowledgeable

We're highly knowledgeable but our expertise is always accessible, in plain English.

We freely share our wisdom to showcase our authority and value. Our expertise is implicit, we don't need to prove ourselves with overly complex language.

Accessible

We're transparent about the steps to business success and make everything clear and accessible.

We're open and available, building genuine relationships to foster growth and development.

It's important we sound like real people speaking in a straightforward, relatable way.

Our mission

As a dynamic and diverse not-for-profit membership, we celebrate the self-employed, providing the essential support and recognition they deserve.

Our vision

A future where self-employment is recognised as a cornerstone of the economy; where fair treatment and essential support are accessible to all.

Our values

- We're united behind a common goal
- We're always accessible
- We're motivated by our membership & put members first
- We know our stuff

RISE ABOVE THE AI WITH

THOUGHT LEADERSHIP WRITING

ONLINE WEBINAR

THU MAY 18 2023 2:00 PM

REGISTER NOW

WWW.CLEANSLATECOPYWRITING.CO.UK



CATHERINE JONES
(SPEAKER)

Ditch low paid work
and build your biz

9th & 17th Nov 2021

Early Bird on sale til 2/11

Sort your income. Plan your future. All in
the company of friends.



Skill-sharing Webinars



Welcome to...

Transform your writing: The
Copy Catalyst Framework
for marketers

This powerful methodology can transform your core writing ability in a way that hacks, formulas and templates never could.

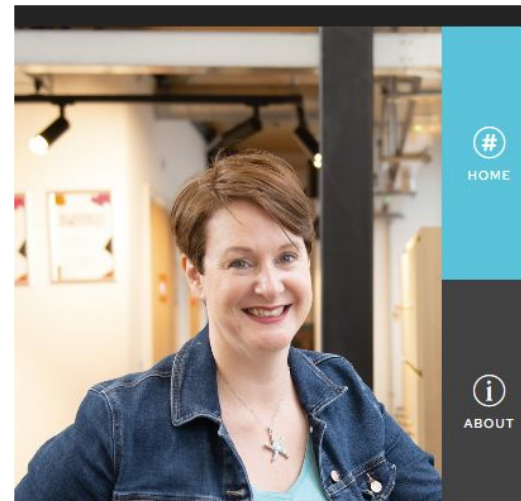


Thursday 1st August 2024



10-10.45am GMT

Catherine Jones
Copywriter
Teacher
Facilitator



HOME



ABOUT

Facilitate with Flair: Free online Webinar

By Clean Slate Enterprises Ltd (**OTHER EVENTS**)



FRIDAY, JANUARY 5 2024

10:30 AM – 11:30 AM

There are currently no upcoming dates for Facilitate with Flair:
Free online Webinar.

Speaking



Pitching and Pricing Like a Pro

Thursday, 29th July 2021 12:00 pm - 1:00 pm BST Location Online (🔊) Virtual Event

+ Add to Google Calendar +

Add to iCal+



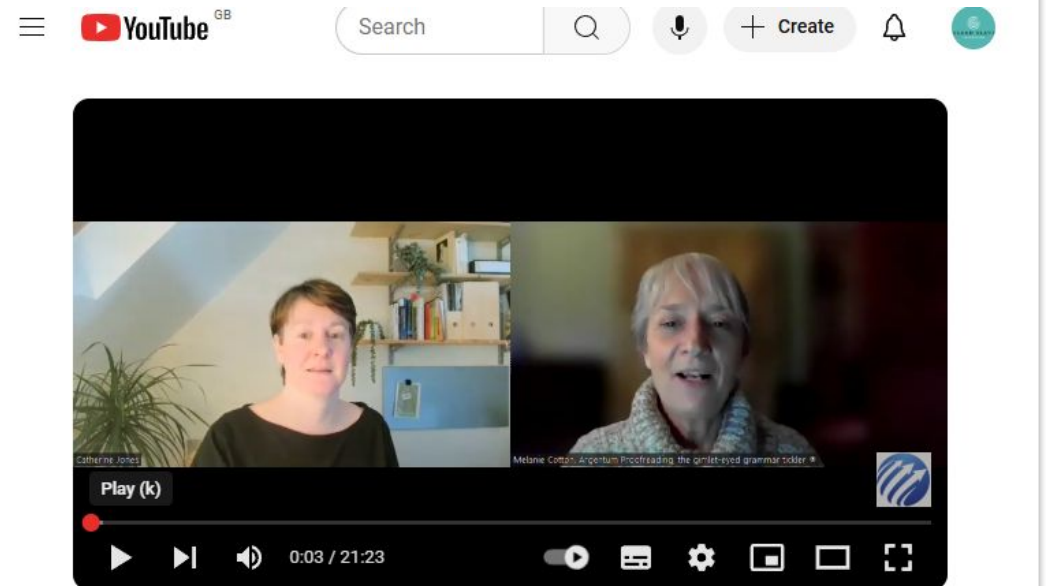
Workshop

Are you tying yourself to an hourly or per-word rate? Are you scared of raising your prices? Copywriter Catherine Jones walks us through some value-based methods for getting paid what you deserve. Learn:

Event D

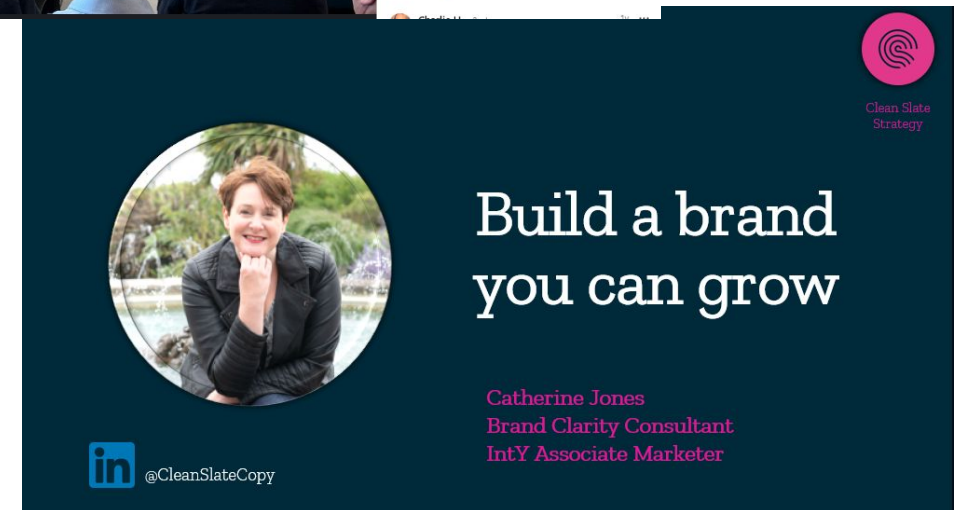
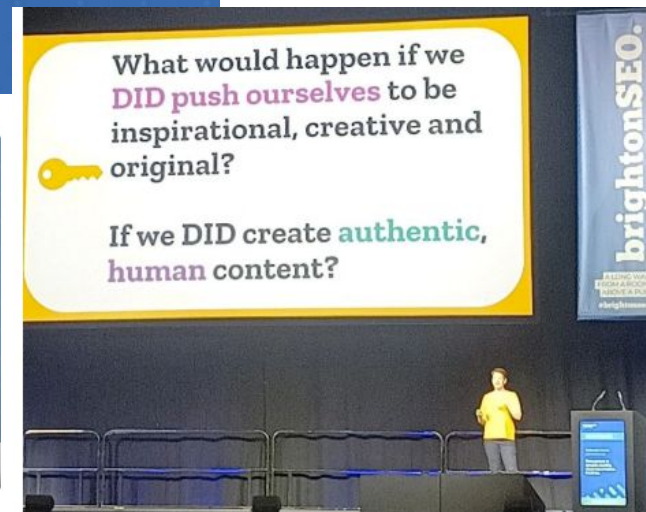
Date:

Thursday, 29th J



Episode 9 Catherine Jones' Route Out of Teaching to Becoming a Copywriter

Speaking



Current projects: brand voice and website rewrite

The
Radiator
Centre
Heat By Design



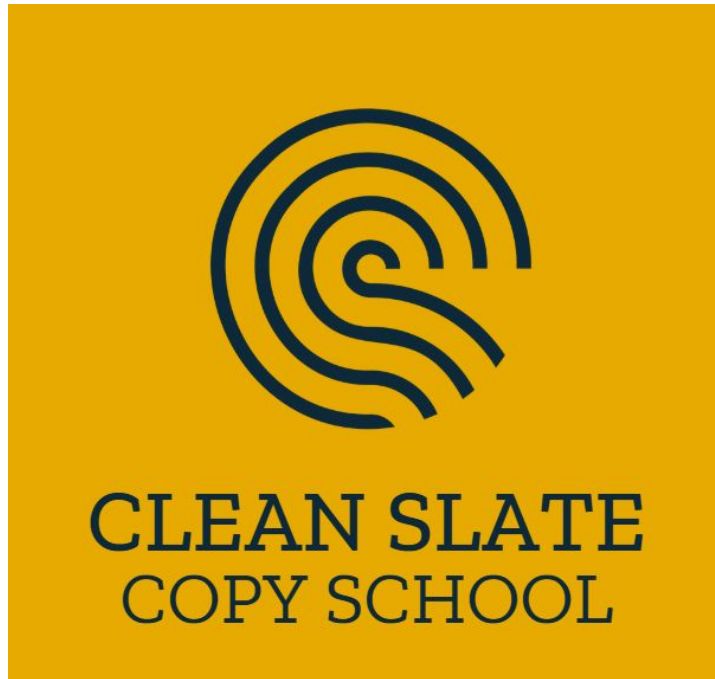
The Radiator Centre's character is warm, knowledgeable, and design-conscious. The language is approachable yet refined, ensuring customers feel guided, not sold to. Every interaction should reflect a passion for great design, deep product knowledge, and a commitment to helping customers make confident choices.

Current projects: elearning design and course creation



- Leading the writing team on a large-scale online learning project for a UAE government, aimed at helping entrepreneurs build and grow their businesses.
- Developing 80 course modules, ensuring the content is structured, engaging, and practical.
- Focusing on active learning principles to make lessons motivating, interactive, and applicable to real-world business challenges.
- Writing and refining lesson content, scripts, and learning resources to improve comprehension and retention.
- Training other writers in learning design best practices, so that the course follows effective educational methodologies.

Future plans for courses and training...





**Thank you
for listening.**



Clean Slate
Strategy



Clean Slate
Copywriting



Clean Slate
Copy
School



@CleanSlateCopy

catherine@cleanslatecopywriting.co.uk