

## Copywriting

### Our Ethos

We believe that communication is most effective when it is delivered with honesty and integrity. We partner with our clients to ensure our communication strategies are best for their business and their customers.

### Our Capabilities

Good copy is means business, but good copy can be hard to come by. Miller & Miller Strategic Communications Consultants will help you say what you need to say – clearly, succinctly and pitched at the correct level.

#### Websites

Websites are the primary marketing tool for many organisations, yet many websites are poorly written. A well-written website presents a good first impression of your company: and you only get one chance to give a great first impression. We will help you to identify what it is that makes your company special and we will help you to articulate that in a web-friendly way.

#### Newsletters

A regular newsletter sent to your customers or members is an ideal way to communicate to them how important they are to you. It is an effective way to inform your customers of special offers and upcoming events, or keep them up-to-date with new developments and news which may affect them.

#### Feature and news writing

Sometimes the opportunity arises to contribute a feature or article to a trade-specific magazine or website, or perhaps you would like to promote your company's knowledge and experience through a high-profile opinion piece. Miller & Miller can work with you to determine your 'angle', structure your feature, interview your people to

get the best quotes, and then we can ghostwrite the feature for you.

#### Brochures and other point of sale

You know you have a great product to sell, but do you have a great sales brochure? Great products don't always stand on their own merit – they often stand on the merit of the materials used to sell them. We can help you to ensure your brochures and other point of sale materials are pithy, snazzy and highlight all those things you know make your product or service great.

We also offer:

- Tender Development
- Public Relations
- Internal Communications
- Stakeholder Management
- Website and Intranet Development
- Publishing Project Management
- Editing Academic Papers
- Production of Sales Materials
- Corporate Writing and Editing
- Report Writing and Editing
- Production of Award Submissions.

## Who are we?

Miller & Miller Strategic Communications Consultants is an all-round communications consultancy which specialises in helping you to reach your customers, clients or co-workers effectively using a variety of communication tools including reports, newsletters, publications, marketing, the media, websites and much more. We offer analysis of your current approach, practical guidance on how to improve your communications, and effective and professional implementation of an agreed strategy.

### VERONICA MILLER

Veronica has over 10 years' experience as a journalist, editor and communications specialist in Australia and the UK. She was the editor of a number of magazines, including *Tax 2*, *Payroll & Human Resources (PHR)* and the *Journal of International Banking and Finance Law*. She has written for a number of organisations including Sinclair Knight Merz (SKM), John Holland, Trade Queensland, Netball NSW, and various sporting academies.

Good copy is good for business, and our copy will help your company to thrive.