

# Meet the expert

Claudine Weeks  
Copywriter and Business Owner, Incredibly Good Writing

## **Q** Why did you decide to set up the business?

**A.** Content marketing is growing from strength to strength and I could see a lot of businesses struggling to keep up. People start blogs and then run out of ideas, or have no time to keep writing regularly, so I set up my business to help take some of that pressure off. On a personal level I wanted to create my own flexible working situation so I could spend more time with my young son.

## **Q.** What kind of writing do you offer for businesses?

**A.** Most of my clients require regular blog post writing - I create 12-month content calendars for them and write the posts every week or month, so they know they don't have to worry about that any more, and their website is getting new and fresh content regularly.

For clients who are having a new website built, I work to write all the copy for the new pages for the site to bring their messaging up-to-date. I also recommend new content which might help to increase site visitor numbers.

## **Q.** Do you do only write for online products?

**A.** No, clients have asked for help with leaflets, annual reports, articles and press materials so my writing is varied, depending on the client need. I also help with proofreading and editing for work which clients have already created.

## **Q.** Do you specialise in a particular subject?

**A.** My specialism is writing. The client has the expertise in the subject matter they want me to write about. I trained as a journalist so my skill is drawing the information from the client. I then use their unique business voice and style to make my writing sound as if they created it themselves. You could say I specialise in ghost business writing.

## **Q.** Where does the name Incredibly Good Writing come from?

**A.** Two places - it's the promise I make to all my clients about what they can expect to receive from me. It was also created using my father's initials as I wanted my business to have a very personal, unique name.

If you would like to have a coffee and chat about how Incredibly Good Writing could help your business, then please do get in touch:

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or **07525 394115.**  
**www.incrediblygoodwriting.com.**

**CONTENT MARKETING IS HERE TO STAY, SO CREATING UNIQUE, WELL-WRITTEN CONTENT OF VALUE TO CUSTOMERS IS NOW A KEY BUSINESS SKILL."**

