



## WORD-right Copywriting News

Dear Reader,

We hope you enjoyed the Bank Holiday weekend ... what a treat to have some warm and sunny weather!

If you're in Oxfordshire and interested in networking, be sure to take a look at the bottom of the page. You'll find some information there about some networking events being held in June.

### bview Blog Contest

A big thank you to everyone who voted for Joy in the bview blogging contest. Unfortunately, despite a lot of great comments and support, Joy wasn't voted the winner, but it was great fun. Well done bview for coming up with such an inspired idea.



### Chippy Lido Auction of Promises

The Chipping Norton Lido Auction of Promises will be held on Friday July 3rd. As ever, WORD-right is supporting the event. This year, we have not only written the copy for the [dedicated auction website](#), but we've also created the site itself.



The 2009 theme is James Bond, and of course, the auctioneer is none other than Chippy's most infamous resident, Jeremy Clarkson! It's going to be a 'pun-filled' evening of entertainment ... clearly 'Licensed to Thrill'! You'll find out more about this event at [www.chippylido-auction.co.uk](http://www.chippylido-auction.co.uk).



If you can help by pledging a promise for Jezza to auction, organiser [Ken Norman](#) would love to hear from you. And, if you've got a window in your diary, we'll look forward to seeing you at the auction on July 3rd.

### Copywriting Hints and Tips

This month's copywriting audio seminar is titled 'The Magnificent Seven'. That's 7 golden copywriting rules which will help you on your way to writing great copy. You can [download the seminar here](#).



Four recordings have now been released:

1. More than just words
2. Getting it right
3. What's in it for me
4. The magnificent seven

If you missed last month's seminar, the link above will allow you to access all 4 recordings. If you experience any problems with downloading the files, please let us know and we'll send you the individual links.

## Another voting opportunity

Joy's role as Tutor with the Institute of Copywriting means she has around 45 student writers under her wing. Some of her past students stay in touch and it's always good to hear their news and find out how their copywriting careers are progressing.

Joy was surprised and delighted to hear from one former student, Ceri Booth, just a few days ago. Not only is Ceri running her own copywriting and marketing company at the ripe young age of 22, she is also a finalist in the Miss Wales competition!

If you'd like to take a look at the glamorous line-up and cast your vote, simply [click here](#).

Our money's on Ceri ... how can she fail with that combination of brains and beauty?



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## Good Idea

This month's good idea is [StatCounter](#), a free statistics package for measuring traffic to your website. It was recommended to us about 5 years ago by a web developer in Sussex, and we've been using and recommending it ever since. Although there are other free stats packages available (e.g. Google Analytics), Stat Counter is considerably more user-friendly than most. In fact, Joy says if she can use it ... anyone can!



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## Services - Blog Copywriting

A blog is a powerful marketing tool which will allow you to communicate with your customers and prospects. It helps your Internet marketing by driving traffic to your website and providing valuable incoming links.

However, to make a blog work for your business, you have to be able to blog at regular intervals – at least once a week. And if your blog is to benefit your business, it's important it is well written. Internet Psychologist Graham Jones, warns of the dangers of poorly written blogs in a [recent post](#).

If you'd like to benefit from a blog, but don't have the time or writing skills to make it work for you, contact us today on **01608 642845**. We can not only set up your blog, but we'll help you write it too! Read more about [Blog Copywriting](#) here.

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## Case Study – Cyclops

Joy McCarthy was contacted by Cyclops after they found WORD-right through an Internet search. To promote its new service, Cyclops wanted to run an extensive direct mail campaign to generate awareness with UK-based finance and leasing companies. The Cyclops team recognised they did not have the ...



Click here to read "[Cyclops' has its Eye on a Successful Launch](#)"

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## May – Creative Networking all Round

With Mayday symbolising springtime, this month's networking events certainly had us leaping about:

- FBBC's speed networking round the Maypole was a great success. Not only did we have the chance to

talk to everyone, we even managed to wind the Maypole streamers in time-honoured tradition!

- Another effective and entertaining networking concept came courtesy of Banbury Business Matters. The organisers came up with a brilliant game based on Monopoly at the evening meeting on May 21st. Their creativity meant nobody was left out and really helped to open the lines of communication.

## Networking and Events in June

- **FBBC – Monday 1st June**

Are you LinkedIn? Are you a natural 'Twit'?

Making the most of Internet Social networking is the topic being discussed on **June 1st** at [FBBC](#) (7.30 – 9am – cost £10 inc. buffet breakfast). Twitter and LinkedIn expert Mary Thomas of [Concise Training](#), will be telling everyone how to maximise their Internet marketing using these increasingly popular websites. If you're in Oxfordshire and you'd like to come along, simply email Joy to book your place.

- **729 Club Chipping Norton Wednesday 10th June**

Shaun Jardine is the guest speaker at June's 729 (7am – 9am – cost £12 inc. sit-down breakfast) and will be telling us ... 'How to get the most out of our lawyer'! More information from [www.729club.co.uk](http://www.729club.co.uk)

- **b 2 b Club at Bloxham Mill Thursday 25th June**

[Bloxham Mill Business Centre](#) (near Banbury), in association with Brethertons Solicitors and LawSenseTM, are holding the second meeting of the b 2 b club on 25th June 5.30pm – 7.30pm. Author and record breaking explorer Sue Stockdale is the guest speaker. Email [admin@bm-it.co.uk](mailto:admin@bm-it.co.uk) or call **01295 724545** for more information.

Kind regards

Joy and David McCarthy

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