Claire's Copywriting.

Short copy advert

Toast your bun, not your fingers.

Do you love tucking into a warm, slightly toasted hot cross bun, dripping in butter?

Do you relish that toasty bun smell that fills your kitchen and tantalizes your tastebuds, so much that when it's ready, so eager to devour it, you burn your fingers in bun transit.

I've been there, until I discovered this simple gadget.

Toaster Tongs.

Game changer and finger saviour.

You can get your hands on a pair for the cost of just a few packs of your favourite buns.

Just click here. You, and your fingers, won't regret it.

Tech recruitment company – website copy

I pride myself on building a long-term relationship with my clients, where I embed myself seamlessly into their recruitment operation and support them in their long-term growth plans.

Like with Simon, founder of Push Point. Simon and I met at a networking event and over coffee, after explaining the immense time and stress his recruitment was causing him scheduled a planning meeting for me to thoroughly understand everything about his business, and his needs.

From CV stress to huge success

After years of struggling to find a technical solution for his world, Simon decided to set up his own tech company 'Push Point'. Foster Growth were with him every click of the way.

Imagine staring at a pile of 150 CVs, whilst trying to create reports for investors, design a website, make sales, answer queries, and work around other commitments. Simon was burnout, and feeling really stressed. He needed talent to help him grow his business but didn't have the time to invest in it.

How did we help Simon?

Simply, we took this burden off Simon's plate and did it for him.

What did this mean for Simon?

"James recruited a small, strong team to get off the ground and reach my first business goal. He saved me three and I am certain that without his help, Push Point would not yet be live".

We help tech startup companies that are ready to do two key things.

1. Move away from relying on their own network.

2. Take their recruitment to the next level.

We foster a personal and deep understanding of your business, your goals, your DNA, your **why.**

Promotional copy for a car dealer

Go Big AND Go Home

Discover the (car make/model), a Hybrid with a big difference.

With a bigger battery, you can travel further on pure electric energy than in a self-charging hybrid*, up to 40 miles in fact, enough for an average commute.

Leading the journey, the Toyota way

(Car manufacturer) has been revolutionising the hybrid car market for over 25 years, leading the way in emission cutting journeys and saving 120 million tonnes of CO_2 worldwide, without compromising on style, comfort or performance.

Standout Features

- **Refuel when needed**
  Top up at a petrol station allowing for unforeseen traffic jams and charge emergencies.

- **Reduced emissions**
  When in pure electric mode, there are zero emissions at the tailpipe and no fuel is used.

- **Easy to charge**
  Charge at home, out and about, or with a standard UK household 3-pin socket (13A), convenient for overnight or when faster charging isn't available.

- **Save money while saving the planet**
  Driving on electricity is cheaper per mile than petrol. How much could you save? Click here to find out.

Pop into your local dealer now. *(This would be a hyperlink to find the nearest dealer.*

Email copy – internal comms campaign

The annual coffee morning and bake off is back!

That's right folks – get ready to raise a mug for a good cause on **Tuesday 30 September 2025** from **10.30am** in the Collaboration Café.

As usual, our coffee morning will be in aid of Macmillan Cancer Support, one of our corporate charity partners, with all proceeds going towards the Big Four.

Together, let's bake a difference

You'll have the chance to go head-to-head with your colleagues in our highly esteemed bake-off competition (judged by none other than the members of the senior leadership team!).

If you'd like to enter the bake off, please email **Claire.garner@test.com** as soon as possible by **Tuesday 23 September 2025.**

You can also expect mini-fundraising games/activities, and of course you'll be able to enjoy the baked delights for a suggested donation to Macmillan.

Let's raise some dough

Every single bite will make a difference to those dealing with cancer.

Macmillan are doing whatever it takes to help more people with cancer get the best care the UK has to offer, whoever and wherever they are.

You'll be able to donate for your bake using a QR code linking to the Big Four fundraising page for business support, or by cash if you prefer.

Aprons at the ready?

We hope to see you there because we're whippin excited for the (Co name) coffee morning!

Direct mail letter advertising

ENVELOPE

Front copy

THE IRON FAIRY and logo

What's flatter than this envelope? Your ironing pile.

Back copy

If you are 'pressed' for time, or running out of steam – open me for an offer that will leave you hot under the collar.

www.(companyname).com

Tel No.

Dear (client)

Are you one of the 50% of the entire UK population who hate ironing?

Is your free time precious and would you rather someone else did it for you?!

That's where we come in.

(Company name) can help you. Let's be honest, jobs pile up, and time runs out every week.

We are the givers of time back, the bringers of freshly pressed clothes, and the gems of chores.

Which of these scenarios sounds most appealing?

1. It's Saturday. You have worked all week, juggled kids' clubs, homework, cooking, and cleaning, and it's finally the weekend. But there is a huge pile of ironing to do before Monday. You feel stressed, you need some down time and don't know when you are going to get around to it.

2. It's Saturday, you've just made a fresh pot of coffee (or tea), you are going into town for a little shopping, maybe a spot of lunch, and then you are settling down to read your favorite book and maybe have a snooze.

We're guessing it's 2.

Check out our introductory offer now and get that kettle on. Start enjoying your free time and weekends how **you** want to.

The offer! (That we promised would get you hot under the collar)

We are offering a massive **30% off your first four orders.** That means if you have a 10kg bag of ironing, you will pay **£35** instead of £50.

Why choose us?

- **Flexible** pick up and drop off times around your schedule.
- **Affordable** pricing without compromising on quality.
- **Customers** are precious to us. We will treat you like a precious gem.
- **No contracts** so you can use us regularly, or now and then when you just need a little helping hand.
- **Were trusted** by over 2,000 customers and have a trust pilot rating of **4.9/5.** Lucy from Wokingham told us:

  "Having my ironing picked up and brought back to me each week has been a game changer. I no longer have that horrible feeling of overwhelm knowing this one thing is taken care of."

What we iron

We iron everything from your everyday work clothes to delicate items that need extra care. We handle your laundry like it is our own, with attention to detail, care, and expertise.

Why not get started today.

Ways to contact us

- **By email** at hello@( ) Don’t like technology or apps? Don’t worry. You can call us.

- **By phone**
  Just call (tel). We are open Monday to Saturday between 9am and 6pm.

- **Online**
  Book your first service online using **(Company name).com**. Remember, new customers can enjoy the introductory offer of 30% for the first four orders.

Visit our website to see all prices, collection and delivery times and the legal stuff.

www.(company name)

Kind regards

Founder and owner
Ironing enthusiast
www.ironinggems.co.uk
Tel no.

Press Release

Press Release

1 February 2026

Contact: Claire Garner – Copywriter

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Glüf. A game changing App for Coeliacs

Nicola Gray, Founder and CEO, wife to a Coeliac, and local Oxford resident announces the launch of **Glüf** - a trailblazing mobile application designed to make finding gluten free food options simple. **Launching on 14 February 2026** on both iOS and Android platforms, this app makes finding good, reliably gluten free places to eat fast, simple and enjoyable. In the UK, coeliac disease affects about 1 in 100 people, 700,000 people based on the current UK population.1 **Glüf** is completely free for users and always will be.

Speaking on their Instagram channel @gluf-app, Nicola said:

"We believe everyone should be able to enjoy eating out without worry, regardless of dietary restrictions. The app addresses the age-old issue of limited choice, poor taste, and lack of confidence in the ingredients, by offering easy restaurant search features."

Key features

- **Glüf** is the **only free app** offering this service
- Uses cutting-edge technology to find restaurants with a high **Glüf** rating
- Connect with fellow glüfers and support each other in navigating the world of gluten-free dining, social media style.
- Rates restaurants and take-aways on breadth of choice, knowledge of staff, clarity of labelling and taste.

Win a years' supply of free gluten free pasta

Gluf are offering the **first 100 app subscribers** the chance to win a year's supply of free gluten free pasta. The campaign will run for a 2-week period, from 14 February to 28 February 2026.

Find Gluf at the Allergy Show

Gluf will be attending the allergy Show on Saturday 06 May at the Excel London, and encourage everyone attending to stop by for freebies, recipes, insta opportunities and more.

<ENDS>

Notes to editor

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(Name) Founder and CEO

Blog

THREE ways employers can support Menopause in the workplace.

Most employers have a menopause policy, that states the fact they have one, and the procedure they have in place to support colleagues in the menopause.

But can people really get help when they're struggling? Do they really feel confident speaking out? Research suggests that workplaces still have a way to go.

'Study shows only 31% of women feel comfortable talking about menopause at work'[1]

What do you think?

Recent statistics:

'80% said employers should be more understanding, and three in four think they need more guidance'

'60% of people feel that cultural taboos still make it hard to talk openly about women's health in general, including menopause'. [2]

What can you do?

To create an inclusive and supportive workplace, we need to do more than have a document filed in a cabinet. We need to normalise, encourage and enable conversations and provide individual support. One size does not fit all.

Here's how

1. **Upskill yourself and increase your knowledge.**
   You can do that by reading the resources provided below.

2. **Encourage honest conversations**
   Don't just share policies with staff. Hold webinars where people share their experiences – normalising the topic.

3. **Implement a menopause action plan**
   This company helps create meaningful action plans for employees. Menopause Friendly can help you with this.

Useful resources

Society for women's health research

The menopause charity

https://makingmenopausework.co.uk

https://www.acas.org.uk/menopause-at-work

https://www.theivfn.com/are-you-menopause-action-plan-ready

Has this topic resonated?

If so, we recommend watching this Ted Talk. Share your comments below 👇



1. Source https://swhr.org/study-shows-only-31-of-women-feel-comfortable-talking-about-menopause-at-work/

2. Source https://themenopausecharity.org/