



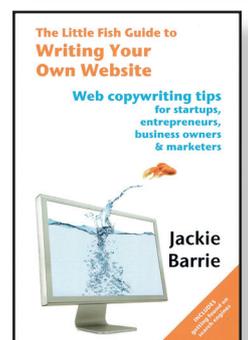
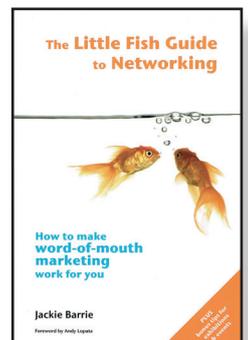
Jackie Barrie
speaker...
trainer...
copywriter...
author...

Are your audience or team members responsible for written communications?

If yes, Jackie Barrie can help them do it better.

She enables startups, business-owners, entrepreneurs and marketing departments to communicate more simply and to promote their brands more effectively. You can book her for keynote speeches, workshops, coaching or consultancy.

- Featured on the Huffington Post, Fresh Business Thinking, Ezine Articles, Marketing Lens, ProCopywriters Network and more
- Author of The Little Fish Guides to DIY Marketing, Networking, and Writing your own Website (all reached top 10 in their Amazon categories)
- Recipient of Constant Contact's 'All Star' award for five years in a row, and 'Newsletter of the Week' (Nov 2013)
- Appeared on stage with motivational speaker, Jack Black
- Clients include FirstPlus, Tesco, Ann Summers, PricewaterhouseCoopers, Domestic & General, Freemans and Grattan, as well as a wide range of SMEs and sole traders
- Former senior manager at Freemans home shopping, where she: recommended stationery redesigns saving over £500K pa; managed a purchasing contract worth £3m pa; organised a Fun Day that raised over £5K for Save the Children Fund; co-ordinated design and print of stationery to launch a new brand; and rewrote hundreds of standard letters, reducing customer complaints about unhelpful letters by a third



Get in touch...

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 WritingWithoutWaffle

Popular speaking topics

The 7 Principles of Simplicity

Drawing on Jackie's experiences in the corporate world, this keynote speech suits any event with a theme of improving marketing communications or communication skills in general.

Websites: The 4 x 4 x 4 Approach

Covers the 4 objectives of your homepage, 4 words never to use, and 4 elements to include, and suits any audience who are responsible for creating their own web content. Send the delegate list in advance, and Jackie will include best practice examples from attendees' own websites. They'll come away with hints and tips they can implement immediately, backed up by optional follow-up resources.

Writing Without Waffle methodology

A six-step process to help your audience de-waffle their written communications.

For more information, please see jackiebarrie.com > Speaking

Popular training topics

Interactive sessions that can last from one hour to two days, depending on your needs:

Write your own Website

Write your own Newsletters

Social Media Content & Strategy

For the full range of training courses, please see jackiebarrie.com > Training

Case studies

An image consultant had paid thousands to have her website redesigned, and wrote all the copy herself. Despite getting 200 hits per week through Google Adwords and Pay Per Click campaigns, she had no enquiries for two months. Jackie rewrote some key pages, recommended some design changes, and the client received six enquiries in the first week including a great corporate opportunity.

A mortgage adviser had written his own web copy. Although people were finding his home page, they were leaving the site in seconds, without clicking through to his sub-pages. He agreed to let Jackie rewrite the home page as a test. A week later, his analytics showed that site visitors were clicking through to the next level.

A fellow speaker asked Jackie to review her website as it wasn't generating any enquiries. She edited the copy and tidied up the design. She also updated the client's social media profiles to match. Soon afterwards, a new client booked the speaker for a gig in Malaysia.

Testimonials

"You were excellent and spot on for our crowd. That was one of the buzziest nights we've had and that was down to your injection of energy."

David Gordon

Chair, Young Director Forum
Institute of Directors

"It was one of the best 20-minute presentations I've ever seen on how to have a terrific website."

Alan Stevens

Past President
Global Speakers Federation

"Jackie is able to keep the full attention of the audience and knows her subject matter in great depth. I have no hesitation in recommending her to deliver presentations."

Alan Timms

Regional Manager
Santander UK



Get in touch...

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