

Blog article samples

1. **Kodiak Industrial Limited**
Blog dealing with a variety of workplace issues
2. **Jenny Lucas Copywriting**
Blog on writing and marketing for business
3. **Roof Maker**
Blog to promote the company's skylights and bi-fold doors

1. Blog articles: Workplace issues

The brief:

The articles were written for Kodiak Industrial Limited: a company producing workplace posters for a variety of industries.

The Workplace Matters blog was intended to demonstrate the company's expertise by writing about workplace issues and employee wellbeing.

It was also designed to regularly showcase the company's workplace posters and promote them as a means of solving the problems discussed in each article.

My response:

I researched and wrote about a different workplace matter each week, choosing suitable posters from the company's archive to illustrate the issue discussed.

Below are three sample articles from the blog:

- a. Healthy diet: Understanding GDAs
- b. Saving Energy: Five ways to cut carbon, consumption and costs
- c. Fire safety: Do your employees know the drill?

a. Healthy diet: Understanding GDAs

Get to know your GDAs

GDAs

Guideline Daily Amounts can help us to plan and eat a more healthy, balanced diet

The table shows the GDAs for adults of healthy weight and average activity level

	Calories	Sugars	Fat	Saturates	Salt
Women	2000kcal	90g	70g	20g	6g
Men	2500kcal	120g	95g	30g	6g

When reading labels:

- check what counts as a portion – it is often less than a full pack
- note that the percentages given are based on GDAs for women

Half a pack contains:

Calories	Sugars	Fat	Saturates	Salt
139	6.0g	3.6g	1.0g	0.2g
7%	7%	5%	5%	3%

of an adult's guideline daily amount

LABELS & TABLES

Understanding food labels can help you monitor your salt intake and prevent high blood pressure

High in salt	Low in salt
1.5g salt (0.6g sodium) or more per 100g	0.3g salt (0.1g sodium) or less per 100g

Salt content may also be listed as a percentage of your Guideline Daily Amount (GDA)

Stick to six – the GDA for adults is 6g (one teaspoon)
For more information visit www.salt.gov.uk

YOU ARE WHAT YOU EAT

Bright or Dull

Fired up or Burnt out

On the ball or Dropping the ball

Up to speed or Slowing down

Light, healthy meals with fruit and vegetables make you more alert, focused and energised

Heavy, fatty or sugary meals ultimately make you feel drowsy, sluggish and less able to concentrate

The right nutrition can improve your performance at work

FIVE GOOD REASONS to get your five-a-day

You should aim to eat five portions of fruit and vegetables a day, because they:

- are a good source of vitamins and minerals
- provide dietary fibre to maintain a healthy gut
- can help reduce the risk of strokes, heart disease and some cancers
- are low in fat and calories (provided they are not fried or cooked in oil)
- add variety to your meals and taste delicious

Almost all fruits and vegetables count and they can be fresh, frozen, canned or dried

We now know more about diet and nutrition than ever before yet, as a nation, we are facing an obesity epidemic.

To cope with rising food prices and longer working hours it seems we are increasingly turning to cheaper convenience foods and pre-prepared ready meals.

The GDA labelling system was introduced in 2007 in a bid to help consumers make more informed choices about the food they buy. The labels show the amount of calories, sugars, fat, saturates and salt in units and as a percentage of a woman's Guideline Daily Amount (GDA). This is because the GDAs for women are lower than for men.

Research shows that the average amount of time a consumer will spend reading a label before putting the item into their trolley is just four seconds. This does not allow much time to fully assess the labels.

Three pieces of advice:

Firstly, consumers should always refer to the GDA label and make sure they know how to read it – no matter what other health claims are on the packaging. For example, baked beans, which are sometimes described as 'one of your five-a-day', may also have a high sugar content. 'Light' mayonnaise may also be higher in sugars.

Secondly, consumers should be aware that many GDA labels do not refer to the contents of a whole pack. For example, the labels on some pizzas show the GDAs for just a one-quarter portion - not the whole thing.

Thirdly, around 80% of our daily salt intake is hidden in processed foods like bread, cereals and canned foods. Too much salt increases the risk of high blood pressure, heart attacks and strokes, so it is very important for consumers to monitor their intake.

So what does all this have to do with your workplace and your employees?

In the short-term, eating healthy foods can boost the immune system. This means your employees are less likely to be ill and less likely to be absent from work.

The foods we eat during the day can also affect our performance at work. For example, foods that are heavy or high in fat can cause drowsiness and slow reaction times. Indeed research shows that drivers are more likely to have accidents after lunch.

In the long term, educating your employees about healthy eating will help them to understand their GDAs and make more informed food choices as a result.

Eating healthily and maintaining a healthy weight can also stave off more serious and debilitating conditions, like heart disease and diabetes.



Kodiak's motivational poster programme regularly covers the benefits of good diet and weight control to keep your employees fit and healthy.

Our database has many posters on healthy eating, weight loss, heart health, diabetes and other related issues.

If you would like to find out more about how they can improve health and wellness in your workplace, please contact us.

For daily tips on dealing with common workplace issues,
why not follow us on Twitter

If you would like to find out how Kodiak posters can help your business work smoother, smarter and safer, please contact us.

b. Saving energy: Five ways to cut carbon, consumption and costs

leaky pipework?

Escaping liquid or vapour:

- ⊙ could cause a fire hazard
- ⊙ increases the risk of slips
- ⊙ wastes energy and money
- ⊙ could create harmful fumes

If we're dripping, dribbling or blowing off steam, please report the problem **straight away**

SALVAGE SQUAD

Useful or useless?

Rescuers of Resources

Pure or polluted?

Recycle or reject?

We can all be heroes when it comes to recycling

Just check it out before you chuck it out!

GREEN FINGERS

SAVE ⚡ POWER

SAVE £ POUNDS

SAVE 🌍 THE PLANET

MOTOR FUEL

How much are you wasting?

Up to 3% by not inflating your tyres correctly	Up to 15% by using the wrong gear for your speed	Up to 30% by accelerating and braking too hard	Up to 20% by driving at 80 mph rather than 70 mph
Up to 100% by making short trips when the engine is cold	Up to 25% by using air-con when driving below 60 mph	Wasting fuel is like pumping your money down the drain	

In the current economic climate it is more important than ever for businesses to reduce their overheads. Saving energy is a good place to start.

1. Switch off at nights and weekends

Companies can waste thousands of pounds by leaving equipment switched on overnight.

The Carbon Trust has reported that office equipment is the fastest growing area of business energy consumption - it accounts for around 20% of total energy use.

Computers and their monitors are some of the worst offenders. Turning off your company's PCs at evenings and weekends could cut your running costs by more than two thirds.

Switching off vending machines, printers and water coolers during these times can also reduce their energy use by as much as 70%.

Endeavour to switch off all equipment at night and turn off any machines without on/off switches at the plug.

2. Don't leave equipment idling

Make savings during the day by ensuring equipment is not left running when not in use.

An idling hosepipe can waste up to 18 litres of water every minute.

A computer screensaver can use as much energy as a computer during normal use. Switching to sleep mode instead could cut its energy consumption by up to 70%.

Chargers and adaptors should be turned off unplugged as soon as equipment has charged and whenever they are not in use.

3. Report defective equipment

Equipment and vehicles can waste both energy and resources if not running properly or efficiently. A faulty piece of equipment may also present a risk to safety.

Defects may worsen during prolonged use and this may make the equipment more difficult and costly to repair.

Employees should be alert for any strange noises, changes in handling or process problems.

First-use checks should be carried out before using any vehicle or piece of equipment and any problems should be reported.

If a fault develops during operation, it should be reported immediately and further use should be suspended until the problem is addressed by a qualified service person.

Any defective equipment should stay out of service until the problem is rectified or until it is authorised for use.

4. Report leaks

Most leaks are a sign of energy wastage. They may come from a range of sources including dripping taps, perished hoses, cracked tanks, broken pipes and defective machinery.

Leaks may include steam/vapours, oil, fuel or water. Extra care should be taken if any leaked material also poses a fire hazard or slip risk.

Employees should be alert for visible steam, dripping liquids, puddles on the ground, sounds of air or liquid escaping and any drop in pressure from equipment they are using. Again, the advice is to report the problem as soon as possible.

5. Ask for suggestions

Employees working directly with your equipment, vehicles and machinery are generally more aware of the waste that is being created and often have clever suggestions that could help reduce it.

Asking your employees for help and ideas is proven to make them feel more valued and can improve their performance at work, so it could be a win-win situation.

Kodiak's [motivational poster programme](#) regularly deals with energy saving and waste reduction.

If you would like to find out more about how our posters can help your company save energy, please [contact us](#).

**For daily tips on dealing with common workplace issues,
why not follow us on [Twitter](#)**

If you would like to find out how Kodiak posters can help your business work smoother, smarter and safer, please contact us.

c. Fire safety: Do your employees know the drill?



STOP!

Give yourself a warm-up before FIRE strikes

Think fire safety this winter and make sure you know:

- what to do if a fire starts
- what the fire drill involves
- where extinguishers are kept and how to use them
- where the nearest exits and assembly points are located

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January 2008

THE Blaze

FIRESTARTERS

Treacherous trio torch workplace

FUEL	IGNITION	OXYGEN
<ul style="list-style-type: none"> Flammable items Flammable liquids Flammable materials 	<ul style="list-style-type: none"> Light / heat sources Electrical equipment Naked flames / sparks 	<ul style="list-style-type: none"> Air around us Oxygen cylinders Chemical oxidisers
		

The culprits are still at large and, together, are extremely dangerous

Workers are advised to be vigilant and to keep fuel and ignition sources apart wherever possible

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In the event of a fire, should you

EXTINGUISH OR EXIT?




EXTINGUISH only if:

- the fire is small/contained
- you know exactly what type of fire you are dealing with
- you know which extinguisher to use and how to use it

EXIT immediately if:

- the fire has spread
- you are in *any* doubt about your ability to tackle it
- there is a risk that your escape may be cut off by fire or smoke

If you are in any doubt — just get out

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FIRE SPREADS

Oxygen in the air

Combustibles in the area

This is all it takes for a fire to spread rapidly

If fire strikes, keep fire doors closed

This will help keep the blaze contained

Containing the blaze makes it easier to extinguish

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The onset of winter means many workplaces will be turning up the heat this month, so it's a good time to tackle the subject of fire safety and make sure your employees are suitably prepared.

The [Fire Statistics Monitor](#) recorded 16,200 non-domestic building fires in the UK from April 2013 to March 2014.

Fire kills

From April 2013 to March 2014 there were 275 fire fatalities in England.

Fire destroys

Fire can cause hundreds of thousands of pounds worth of damage, so it is vital that your employees understand the risks and know what to do in an emergency.

Things that may start or contribute to a fire include:

- Overloaded sockets
- Flammable liquids/residues/vapours
- Combustible items e.g. packaging, process waste
- Covered/dusty/poorly maintained heaters
- Sparking or igniting tools
- Faulty electrics
- Incorrectly handled gas cylinders
- Cigarettes/smoking materials

Other potential problems include:

- Blocked fire exits/escape routes
- Missing/absent fire extinguishers
- Incorrect storage of flammables/combustibles
- Build-ups of combustible waste
- Lack of fire safety comprehension
- Trailing cables, which may impede escape

Your employees should know:

- How to prevent fires from starting
- How to report/deal with fire risks
- How to work safely with flammables/combustibles
- What to do if they discover a fire
- How to sound the fire alarm
- Who their fire officers are (if applicable)
- Where the fire extinguishers are located
- When and how to operate each extinguisher safely
- Where their nearest fire exit and fire assembly point are

A sound knowledge of safety precautions should prevent the majority of fires from occurring in the first place. However, if the worst should happen, it's important that your employees know exactly what to do. Though this information varies from one workplace to another, the principle of reminding your employees to test this knowledge remains the same.

In addition, employers should carry out a fire drill at least once a year, or more often if you have had a high turnover of staff.

Kodiak's [workplace posters](#) regularly tackles issues relating to [fire safety](#). These include fire prevention, fire procedures and fire risk assessment.

If you would like to find out more about [our posters](#) and how they can help make sure your employees know the drill, please [contact us](#).

For daily tips on dealing with common workplace issues, why not follow us on [Twitter](#).

If you would like to find out how Kodiak posters can help your business work smoother, smarter and safer, please contact us.

2. Blog articles: Copywriting and marketing for businesses

The brief:

The articles were written for my own copywriting blog, which gives advice to businesses about good writing and marketing techniques.

The blog is a way to impart useful information and ideas while also demonstrating my own knowledge and skills as a copywriter and business marketer.

My response:

To keep my content as original as possible, the articles I write are often inspired by things I have encountered and experienced myself.

Below are three sample articles from the blog:

- a. Malapropisms and how to avoid them
- b. Why cost shouldn't be your only consideration when hiring creatives
- c. What are your customers buying?

a. Malapropisms and how to avoid them

What is a malapropism?

A malapropism occurs when a person confuses two words that sound similar and uses the wrong one.

Common examples in everyday use include:

PACIFIC (the ocean) instead of SPECIFIC (relating to a particular subject)

RAVISHING (very attractive) instead of RAVENOUS (very hungry)

EXASPERATE (to irritate) instead of EXACERBATE (to make worse)

The word *malapropism* is derived from the French phrase *mal à propos*, which translates as *ill-suited*.

Why do I need to avoid malapropisms?

Malapropisms can be humorous, which is fine if you intend to use them for comedic effect. Some people, however, use malapropisms in their everyday writing without even being aware of it. This is when it becomes a problem and can compromise your credibility.

How do I avoid malapropisms?

If you think you might be confusing one word for another, you can check its definition in the dictionary to be sure. Some spelling and grammar checkers may also pick up on, and query, the wrong use of a word. Unfortunately they can be inaccurate and I certainly wouldn't recommend relying on them.

Most malapropisms, however, are unintentional. For example, people who say *pacifically*, when they mean *specifically* often don't know they are wrong and write it exactly as they pronounce it.

For this reason it is always a good idea to ask someone to read your work before you send it out. By doing so you reduce the likelihood of any major mistakes and keep your reputation intact.

If you would like some professional help to identify malapropisms and other common writing mistakes, why not consider using my [editing service](#)? It's comprehensive, affordable and could save you from any embarrassment.

For a free, no obligation editing quotation please [contact me](#) today.

b. Why cost shouldn't be your only consideration when hiring creatives

This is a true story.

For my fellow creatives, this is an anecdote. For me, it was a lesson. For anyone thinking of hiring creatives, it's something to think about.

This happened to me when I first started freelancing. The details are inconsequential, but I think the results show why hiring creatives cheaply can be a false economy.

A company was looking for a copywriter.

It all began when I was approached by a start-up company looking for a copywriter to write their first website.

I met with the clients. We seemed to get on well and had very similar ideas about the style and tone of the copy. Where they needed more help was in deciding on the content for their site.

I was happy to help. I spent a weekend researching their business and put together a proposal for us to discuss and develop. I submitted my proposal along with a rough quotation, which the clients had specifically asked for.

Admittedly, the quotation was high, but it needed refining. It was based on rough numbers of words and included **everything** I had researched. As I explained in my accompanying email, the figure included a lot of content they might not want to use and would, most likely, be reduced quite considerably.

I didn't get the job.

I was never given the chance to talk them through my proposal. Another copywriter had provided a cheaper quote and the company had decided to accept it.

A couple of months later, I decided to look up the website as I was curious to see the finished result. I typed in the URL, but there was no website, just a holding page.

Six months passed by and still no website.

Eight months, nine months, ten months and still nothing.

I wondered what could have happened. Why was a standard website taking such an inordinate amount of time?

Maybe the clients had been indecisive. Maybe one of their creative team had let them down. Maybe there were technical issues. Maybe the clients hadn't paid.

Finally, a website appeared.

I continued to check the URL at regular intervals, but the holding page was still there.

Then, more than 12 months after I submitted my quote, a website finally appeared – and it was a catastrophe.

Long lines of copy spanned the entire screen. There were spelling mistakes. At various points the copy ran underneath photographs and disappeared from view completely.

The organic SEO had not been applied properly. Headings and page titles were missing.

'Customers', including *Fred Bloggs* and *John Doe*, had given strangely identical testimonials.

The stock photographs used were poor-quality, watermarked composite images, which had not been properly downloaded or, indeed, paid for.

The site was littered with paragraphs of *Lorem ipsum* placeholder text, where it was still waiting to be finished.

The site looked like a bad mock-up – a rough design put together for the client to comment on. It should never have been displayed like this, at the URL that potential customers were being directed to. Yet here it was and here it stayed, in that state, for three months.

How could this have happened?

Had the clients approved this? Did they even know the site had been uploaded? Surely the creatives who had designed and copy-written the site must have realised it was a mess.

Seeing the site reaffirmed to me how much value my services add to the projects I work on. If I had been involved in this project, my professional pride would have stepped in.

I would have proof-read my work and corrected the spelling mistakes. I would have liaised with the web designer to highlight all the problems I saw. I would have done my best to insist that the site was taken down until the amendments had been made.

Don't let the same thing happen to you

The creatives you hire will be representing you. Their work will communicate your brand to your potential customers. It should do so with the same passion and professionalism you use in every other aspect of your business – if not more.

Here are some things to think about.

- **Price is important, but it's not the only consideration.** You also need to make sure you find someone you feel comfortable with, someone who shares your vision, someone conscientious and reliable with the skills to complete your

project successfully. Before you approach anyone, take time to peruse their website, view their portfolio of work, look at their credentials and read their testimonials.

- **Set a schedule with dates for the completion of each stage of the project.** This is particularly important if you are working with several individuals. Coordinating the project successfully means that everyone knows where they stand and when they will be required to start work on their part. It also gives you the best chance of having your project completed in a reasonable time.
- **Be prepared to keep a check on the work that is being done.** If the creative side isn't your area of expertise, assign someone you trust to look over it for you. If you are commissioning a website, your web designer should upload the site to private area for you to view it. The private area is only accessible via a password that your designer will give to you. If you can see your site online without entering a password, then it is likely that other people can too.

I am an experienced and skilled copywriter who has worked on a wide variety of projects, including websites.

If you need a copywriter to help with your new project, why not consider me? You can find out more about me, my skills and the work I have done on my [website](#).

c. What are your customers buying?

It's a question every business should be asking when putting together their sales literature – and it doesn't have a literal answer.

If you really want to sell your product or service, don't look at **what** you are selling – look at **why** your customers are buying.

For example, when customers buy entry tickets to a theme park they are not just buying a barcoded piece of paper – they are buying escapism, exhilaration and fun. Likewise, when customers buy tents they are not just buying a canvas shelter – they are fulfilling a lifestyle aspiration.

Understanding your customers and what persuades them to buy is the basis of any successful sales campaign.

Start by identifying your main selling points.

Ask yourself, why should my customers buy this particular product or service?

Focus on the product/service itself. What benefits does it offer? What problems does it solve?

Then look at your Unique Selling Points (USPs).

Ask yourself, why should customers choose **my** product or service rather than my competitors' products?

Focus on your product/service specifically. How is it different? What advantages does it bring?

Your USPs are what give you a competitive edge. They are the things that persuade customers to deal with you and not your competitors.

If you can't identify any differences or advantages, look at other things you might offer. For example a free gift, price promise, money-back guarantee or trial offer.

Do you need some help to get your sales campaign up and running?

I write the copy that your customers want to read. The copy that empathises with their problems and offers them solutions. The copy that encapsulates the lifestyle they want to have. The copy that understand their logical and emotional needs.

Moreover, it's the copy that makes what **you** have to offer something **they** want for themselves.

If you need some expertly written copy for your next sales campaign, please [get in touch](#).

3. Blog article: Promoting bi-fold doors

The brief:

The article was written for a company called Roof Maker, which specialises in the manufacture of skylights and bi-fold doors.

These glazed products are sold to house builders, property developers and the general public.

I was given the title of the article: **Why bi-fold doors should be your next home investment**

My response:

I identified the general public and property developers as the primary audiences for the article, as it's about improving a home you already have.

I then researched the advantages of adding bi-fold doors to a property. They were mainly lifestyle and financial benefits.

Below is the article I wrote.

Why bi-fold doors should be your next home investment.

What are bi-fold doors?

A bi-fold door, also known as a bi-folding door, is a sliding door made using a number of reinforced glass panels. The door slides open using a concertina mechanism, which allows the panels to fold back flat against the wall.

By replacing your existing wall with full-length glass panels, the bi-fold door creates a striking feature, flooding your room with natural light, brightening dark corners and giving fantastic views of the outside area.

Bi-fold doors most commonly open up onto an exterior balcony, patio or decking area, creating a seamless link between the indoor and outdoor spaces.

Embracing the trend for outdoor living

According to research by online home renovation and design platform, [Houzz](#), nine in 10 UK homeowners were making, or planning, substantial landscaping projects last year. For 59% of those, outdoor living was a key influence in their project design.

With more of us than ever aspiring to a more al fresco way of life, bi-fold doors have been a rising trend in recent years. Extending your living space into your garden is ideal for outdoor dining, entertaining or simply enjoying your garden from the comfort of your home.

Enjoying your balcony or terrace

Not all bi-fold doors open onto outside space. If you live in an apartment, for example, a bi-fold door can open up a Juliet balcony providing fresh air and natural ventilation. It can also help you better utilise space on balconies and open terraces.

Reaping the energy-saving benefits

Thanks to advances in technology and materials, a premium bi-fold door system can offer exceptional thermal insulation compared with standard windows.

The effectiveness of a product's insulation properties is measured by its U-value. The lower the U-value, the better the insulation. As a guide:

Filled cavity wall (average value)	0.3 W/m ² k
Triple-glazed Thermfold™ bi-fold doors	0.6 W/m ² k
Standard double-glazed window	2.8 W/m ² k

Effective thermal insulation helps to retain heat during the cooler months, keeping your home warmer, saving energy and keeping your heating bills down.

Adding value to your property

If you want to increase the sale value of your existing home, evidence suggests that bi-fold doors would be an excellent investment.

Research published by The Times suggested that installing a quality bi-fold door system could be one of the best value home improvements you can make. It could even be more important to a buyer than a conservatory or a new fitted kitchen.

The [Huffington Post](#) states that installing bi-fold doors can add as much as £25,000 to the value of your property.

Would you like to find out more?

Roof-Maker's Thermfold™ bi-fold door system offers exceptional quality, security and performance. Features include:

- Sturdy design with premium handles and heavy duty hinges
- Slim door frames to maximise natural light
- Marine grade powder coating for optimum durability and weatherproofing
- Triple glazing
- Easy clean glass
- Outstanding thermal insulation to keep your room warmer in winter and cooler in summer
- 20-year unit seal warranty
- 10-year ERA Five-star security guarantee against forced entry

[Get a FREE quote](#)

Call **0116 2147066** to speak to one of our highly experienced advisors or to book an appointment at our Leicester showroom.

Visit our showroom to see our doors for yourself:

Roof-Maker Ltd 1 Pinfold Road, Thurmaston Leicester, LE4 8AS

Monday to Friday 9.00am to 5.00pm

Saturday 9.00am to 4.00pm

Sunday Closed