



## **Copywriting case study: communicating a voice on the web**

### **The project:**

Kuhnke Communication is a highly successful communication coaching company working with top-flight executives throughout industry and the professions. They needed a new website to reflect their growing status worldwide, and they asked Wordsmith to help plan the website and to write the copy.

The client's company has a very distinctive brand image – a combination of American enthusiasm and understated British humour. Our challenge was to make that voice come alive in website copy that would catch and keep the attention of visitors, inviting them to click through and explore the full wealth of everything that the client had to offer.

### **How we went about it:**

The usual procedure which we have developed for understanding and evaluating a project is one we have found helpful both for Wordsmith and for our clients, and this proved to be the case, with some modifications, where this project was concerned as well. What we usually do is to have a conversation with the client – face to face, by phone or by email – during the course of which we reach an understanding of how the company works, what it offers, how it wishes to be perceived and where it wants to get to. This conversation often provides us with enough information not only to estimate the size and cost of the project, but also to proceed directly, once we have been commissioned, to providing a first draft of the copy for the client to consider.

In the case of Kuhnke Communication, it became clear, once we had been invited to undertake the project, that we needed to think about how to get across the flavour of the way in which the company works with its clients as well as providing information about all the different areas of communication which the company's training addresses.

We suggested providing 'through the keyhole' glimpses of training in progress. The client was enthusiastic about the idea, so, in consultation with them, we drew up scripts to encapsulate an aspect of each of the company's main offerings. These were filmed, and are available to view on the website, together with a written description of what the company is seeking to achieve in each area.

One last thing which we developed uniquely for this site (though other clients, having seen what we did, are now asking us for something similar) was a self-diagnosis questionnaire, so that visitors to the site could gauge just how well they were doing in the communication stakes, and where their main areas for improvement might lie. The aim of the questionnaire was to provide a fun but effective insight into how Kuhnke Communication help their clients "create impact" (the company strapline).

**The outcome:**

Working closely with designers, developers and audio-visual technicians, Wordsmith was able to articulate the voice of Kuhnke Communication on the web in such a way that the flavour and branding of the company is expressed - visitors can tell not only what the company does but also what it would be like to work with them.

Kuhnke Communication makes a point of treating each client as an individual, tailoring courses and seminars specifically to them and their needs – Wordsmith translated that openness into a direct, informal, open writing style that addresses the reader and engages them in a conversation, asking questions and offering interesting and relevant information.

It is fun for people to visit the website – [www.kuhnkecommunication.com](http://www.kuhnkecommunication.com) - just as their clients find it fun to work with Kuhnke Communication. And we had a great time too!