

A black and white photograph of a fountain pen lying diagonally on a textured, dark surface. The pen is positioned in the upper right quadrant of the image.

A Way With Words

NIKI TIBBLE

awaywithwords.ink
hello@awaywithwords.ink



WHO
WE
ARE

awaywithwords.ink

COPYWRITER

Based in Milton Keynes but with a laptop that travels the world, A Way With Words is a copywriting service that's passionate about making your words sharp, impactful and engaging.

But less about us and more about what we can do for you.

"

THE FACT THAT I'M
STRUGGLING TO
WRITE THIS
WITHOUT NIKI'S
HELP IS A VORIT
TESTIMONIAL
ENOUGH!

"

ALAN WILSON, CEO, EXPANDLY

WHAT WE DO

awaywithwords.ink

OUR SERVICES

If it's written, we can do it.

From SEO-optimised blogs and web copy to award-winning applications and informative user guides - we have your back.

Our skill is turning information of whatever complexity into clear, engaging and enjoyable copy for your audience.

And the best part? You don't have to lift a finger.

"
I THINK THE WAY
YOU USE WORDS IS
INSPIRATIONAL.
YOUR SERVICES
HAVE BEEN A REAL
ASSET AND ADDED
TRUE VALUE TO MY
SERVICE.

"

*BRETT LEAHY, CHIEF PLANNING
OFFICER, MILTON KEYNES COUNCIL*

SOME OF
THE
PEOPLE
WE'VE
WORKED
WITH





BI-WEEKLY BLOG SOCIAL MEDIA USER GUIDES CASE STUDIES

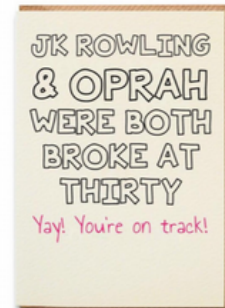
Expandly wanted content that would boost their Google ranking, engage customers, sell their brand and give them a refreshing personality.

www.expandly.com

Snippet

Expandly case study

How a quirky card retailer is spreading more joy with Expandly



Cheeky Zebra is a refreshingly honest card retailer who believes in making people feel good, carbs after 9 pm and cards that don't make you cringe.

Founder and chief sarcasm creator Sasha began Cheeky Zebra armed with only a bunch of felt tip pens, a broken heart and a belief that traditional greetings cards didn't quite cut it (and she could do better).

And better (much better) is exactly what Sasha has achieved. Cheeky Zebra now retails through its own website, Etsy, eBay and Amazon, enabling more of the world to send smiles.

But selling on four different sales channels isn't easy.

The problem

Iconic envelopes don't address themselves



Company name
Cheeky Zebra

Niche
Funny cards for real life

About
Cheeky Zebra is a greetings card retailer with a twist - telling it how it is. From life's super happy occasions to the not so shiny times, Cheeky Zebra has the card and the humour to match.



AWARDS
JOB ADVERTS
WEBSITE REVIEW
CAREERS BLOG
PLANNING GUIDE
CHATBOT ANSWERS

Milton Keynes Council
wanted content that
would win them awards,
talent and community
engagement.

Snippet

Milton Keynes Council's forward-thinking and dynamic philosophy is not just reserved for our residents. It goes to the core of everything we do and it starts behind the scenes with our employees.

Our ambitious and progressive Development Management team are looking for a maternity cover manager, and with plans for the UK's fastest growing city to double in size by 2050, now is an exciting time to join a department at the heart of it all.

Role Description

Passionately motivating and with outstanding leadership skills, you'll hit the ground running; engaging and empowering a hardworking team of ten, to deliver a flawless development management service for Milton Keynes Council. Accountable to the Chief Planner, you will also work closely with senior managers, playing a significant role in shaping Planning Services to deliver physical, social and economic growth for Milton Keynes.

WE HAD BEEN STRUGGLING TO
FIND OUR VOICE BUT NIKI
IMMEDIATELY UNDERSTOOD
EXACTLY WHAT WE WERE
TRYING TO ACHIEVE AND
DELIVERED CONSISTENTLY
HIGH-QUALITY COPY FOR US
TIMEN AND TIME AGAIN.

TALENTED IS AN
UNDERSTATEMENT. I CANNOT
RECOMMEND HER ENOUGH!

DAREN SMITH, CEO - OPIOUS



WEBSITE CONTENT BLOGS

Profile Resourcing wanted web and blog content that was different and refreshing, just like them.

www.profileresourcing.co.uk

Snippet

01 OCT SLEIGH BELLS RING – ARE YOU RECRUITING? TOP TIPS FOR HOSPITALITY CHRISTMAS STAFF RECRUITMENT

Posted at 06:00h in Blog by Andy Setterfield • 0 Comments • 0 Likes

It's the most wonderful time of the year. It's also the busiest. Yes, we're already talking about the C-word, because we've already started hospitality Christmas staff recruitment for our clients. If you're in the hospitality industry and you've not yet started yours, then read on as...

[READ MORE](#)



WEBSITE CONTENT

RTRS and sister company Evolution wanted sector-specific blogs that would speak directly to their tech and engineering candidates.

"I've reviewed them! LOVE THEM! I just had a little two minute boast to my team about how great you are, and how easily you've picked up what we need and ran with it!"

www.rtrs.co.uk/media/
www.evolutionjobs.com/uk/media/

Snippet

BLOG



How to secure a pay rise as an engineer

Money makes the world go round, or so the famous saying goes. But, if your world is only getting as far as Clacton-on-Sea, you might be in need of a pay rise. This quarter, we released our 2019...

[View all Blogs](#) [Read Article](#)

BLOG



Top Tips For Developing Your DevOps Career

DevOps candidates are in high demand and that demand looks set to continue, as the sector is increasingly being recognised as the driving force behind high performing organisations.

[View all Blogs](#) [Read Article](#)

"NIKI WAS ABLE TO TAKE
AN ARTICLE CONCEPT THAT
TWO OTHER WRITERS HAD
FAILED TO GRASP &
PRODUCE A BEAUTIFULLY
FINISHED PIECE IN NO
TIME. VERY HAPPY TO
HAVE FOUND A WAY WITH
WORDS."

*COLTON BRADSHAW, DIGITAL
MARKETING SPECIALIST - CARTSTACK*



BLOG DESCRIPTIONS SOCIAL MEDIA

Having already hired two writers who failed to "get it", Texas-based CartStack wanted someone who could quickly "it" to produce informative and engaging content.

Snippet

CCPA and Cart Abandonment Emails: What You Need to Know

The California Consumer Privacy Act (CCPA) is now officially in force, protecting the data rights of Californians and spelling significant consequences for ecommerce businesses across the globe. What does this ...



BLOG ULTIMATE GUIDE

Shopify/Oberlo was after a
3,000 word, SEO
optimised ultimate guide to
Pinterest, fast.

<https://oberlo.co.uk/blog/nail-pinterest-marketing-pinterest-ads>

Snippet

Regularity

Pin too little and people will lose interest in you; pin too much and you risk being unfollowed. Pinterest suggests 10-12 Pins per day, in order to appear more often in your follower's feed and search results. Of course, this also depends upon the time of day you are pinning. Peak times are [evenings and weekends, 2-4pm and 8-11pm](#) . These are great numbers and times to start with and to later tweak according to the analytical insights on the Pinterest marketing tools you've used (discussed later).

Planning

Random Boards full of everything might be great for the uninitiated user but you're better than that. Your Boards and Pins need to be relevant and inspiring. Take a look at [Sew Over It's](#) account to see how they have arranged their Boards not just by product line but by collections of Pins that will attract and motivate their customers:

"

NEWPORT PAGNELL CARNIVAL
OWES A GREAT DEAL OF
GRATITUDE TO NIKI FOR HER
WORDS. SHE HAS SINGLE-
HANDEDLY GROWN OUR SOCIAL
MEDIA FOLLOWING, WEBSITE
TRAFFIC & EXPOSURE IN THE
LOCAL PRESS, WHICH HAS
RESULTED IN EXCEPTIONAL
ENGAGEMENT & ATTENDANCE
AT OUR CARNIVAL.

"

*SAM MCBREARTY, CHAIR - NEWPORT
PAGNELL CARNIVAL*

READY
TO
GIVE
US
YOUR
BLANK
PAGE?

hello@awaywithwords.ink

07709122116

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Linkedin: /niki-tibble/

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Twitter: awww_ink