

Why invest in articles, whitepapers and articles?

Because thought leadership delivers a staggering ROI of 156%.

That's **16 times** more effective than a typical marketing campaign, according to a [recent survey by IBM](#) of over 4,000 C-suiters across 14 countries.

To drive growth, thought leadership needs to be an ongoing strategy, not just one-off articles when you can find the time. Done well, it can:

- Amplify your top voices
- Build trust and brand awareness
- Showcase expertise and credibility
- Position your brand as an authority
- Build connections with your audience
- Educate, engage and inform
- Complement your SEO and marketing strategy
- Reinforce your wider business strategy

I work with brands and marketing agencies to write **high-quality, original and on-brand** content that can be repurposed across social media, in proposals and collateral for extra value for money. You'll get a regular supply of researched and intelligently written content that's packed with truth, facts and insights to help drive trust, growth and revenue.

Your writer - Olivia Dunn

With specialisms in education, charities, philanthropy, arts and entertainment and B2B, I have over two decades of experience in brand copywriting, marketing, and strategic messaging. Clients come to me for great copywriting and stay for my strategic thinking and attention to detail.

[Read a full bio here.](#)



"[Liv's work](#) consistently hits all the marks, delivering great uplifts in organic traffic against all our target keywords. Friendly and punctual, I would recommend her to anyone who's planning on using content as part of their business growth strategy."

Jon Kennard, Former Editorial Content Manager, Unleash HR

“Thought leadership is defined as evidence-based intelligence that gives leaders the insights they need to make better business decisions”
*The ROI of Thought Leadership, Cindy Anderson & Anthony Marshall,
 Leaders of IBM’s Institute for Business Value.*

How it works

I’ll walk you through the process from brief to delivery, handling the research and interviewing a subject matter expert to draw out expertise for extra depth and authority. I’ll write in line with your brand voice, show you how and where you can repurpose content, and help you develop an ongoing thought leadership strategy that supports your wider business goals. I include a free proofread at the point of publication (in case errors sneak through in the design phase!).

Packages

Prices are valid for 30 days, and are based on payment upfront each month for a minimum commitment of three months. A 10% discount is applied for more than one article per month. Drafting allows for feedback and up to two rounds of revisions. You’ll receive the final version in an editable Google Docs file, on time and ready for design/publish.

Short & snappy (500ish words)	Mid-length (1000ish words)	More in-depth (1500ish words)
1 per month = £350	1 per month = £700	1 per month = £1,050
2 per month = £630	2 per month = £1,260	2 per month = £1,890

“Liv has done a phenomenal job for [Perrett Laver](#), helping us with copywriting for thought pieces, our new website and proposals. Her ability to listen, distil the core messages and make our ideas better is excellent. She is warm and engaging and able to grasp a wide variety of topics.”

Arabella Chichester, Global Senior Partner, Perrett Laver



“Liv understands, and helps clients understand, what makes your company special and how to play to these strengths in your [written work](#). Olivia is brilliant to work with; she is always efficient and full of innovative ideas that fit in with our brand.”

Karen Cairney, CEO & Founder, Cairney & Co

Get in touch today for a no-obligation chat: olivia@beprofound.co.uk