

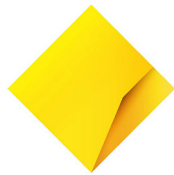
James Roberts
Writing Folio

I solve writing
problems...

...like these

- Websites
- Scripts
- Speeches
- Case studies
- Blog articles
- B2B comms
- Freelance journalism
- eDMs
- Display ads
- Brochures
- Positioning lines
- Long copy writing
- And almost anything else...

Happy clients



Website

A builder wanted to attract a specific target market on their new website.

My solution?

I wrote an 'About you' section to speak directly to their ideal clients.

We like it
when your
head is in the
clouds but
your feet are
on the ground.

Our ideal
client is for life.

About you

Why are you on this website? To Artisan, you are as important to the process as the plans are. Because only you know what you really want. You have a dream of what your ideal home can be – and you have an architect or interior designer working on the project or you'd welcome our referral to one.

We hope you relish the process as much as the product. We like it when your head is in the clouds but your feet are on the ground. We appreciate that your expectations are achievable within your budget and timetable.

When you understand that custom takes longer than mass-produced, you are a good fit for our way of thinking. You admire great craftsmanship. If you look forward to developing a great working relationship with your builder, get in touch to see your dream home brought to life.

Read full site [here](#)

Script

A safety committee wanted a boring training script. I wrote this anti-training script instead. It won the top prize at the Adelaide Advertising & Design Club Awards. Nine Network commissioned a comedy pilot based on the video.

Shit, you're
a skinny
bugger

Kev (a garbo) is slightly hobbled over now.
He moves to pick up a plastic rubbish bag.

Kev:

Always pick up bags from the bottom, Bruce.
That way you can feel exactly what's in 'em...

He grabs it from the bottom.
(SFX: Glass breaking)

Kev:

Aaaagghhhh! Fuckkkk!

He screams and drops the bag onto his foot.
He screams again and hops on the other foot.
Blood flows freely from his hand and wrist.

Kev:

Aagh... never mind, Bruce, it's only a scratch...

There's a
bloody
car engine
in here!

Case study

A case study is really just a story.

I've published a novel, a dozen short stories
and won a national short story prize.

I bring that experience to every brief.

They
were so
responsive
to all of
our needs.



Garvan Institute
of Medical Research

ONQ SOFTWARE CASE STUDY /
GARVAN INSTITUTE

Diagnosing a solution to managing laboratory data at scale

The Garvan Institute of Medical Research is a leading medical research institute in Australia, employing over 700 scientists and support staff.

Garvan's Kinghorn Centre for Clinical Genomics (KCCG) is a leading research centre focused on medical genomics.

Garvan researchers have recently established a cancer tumour testing service that is designed to detect mutations to help oncologists determine treatment strategies.

This vital service is run in partnership with SydPath, St Vincent's Pathology. To handle the increasingly large volumes of samples it is anticipating, a new laboratory information management system (LIMS) was needed.



Blog article

The challenge with blog articles is to make them all readable, while driving SEO scores with keywords and search relevance.

The terms UX and CX are thrown around like confetti at a wedding.

BLOG

The difference between UX & CX

by Adrenalin 13 Jul 2016 6 min read

SHARE THIS ARTICLE:



If you're finding yourself in meetings where the terms UX and CX are thrown around the table like confetti at a wedding, let's pause for a minute and get a handle on these two slippery acronyms. The truth is, while there is considerable overlap – they are not the same thing.

Read full blog [here](#)

B2B comms

Whether it's global technology titans like AWS, Microsoft, IBM or Lenovo, or a homegrown Aussie brand like Andrews Property, I bring the same client focus and attention to detail.

Your teams need to be
empowered.



Smarter
technology
for all

Lenovo

Microsoft 365 cloud licensing for any business, at any scale

Empower your teams to work
from anywhere with cost-effective,
simple-to-manage licensing
solutions from Lenovo

Your teams need to be empowered with the best productivity tools. Your business needs cost efficiency. A Microsoft 365 solution from Lenovo is so flexible that licenses can be prorated to the day—so you pay for exactly what you use. Pricing can be locked in for a full 12 months, while your number of licenses can scale and flex as your businesses requirements change.

Lenovo also offers you 24/7 support for subscriptions, billing, or management portal access queries at no extra cost.

Enjoy genuine pay-as-you-go billing for the world's most popular suite of productivity tools and services and empower your teams to collaborate and succeed from anywhere.



Display ad

How do you promote a regional area to growing families?

Dangle a tasty carrot in front of city folk on a budget.

Twice the
house.
Half the
cost.

LIVE
THE
Grampians
Way

TWICE
THE HOUSE
HALF
THE COST



and a lifestyle
you dream of

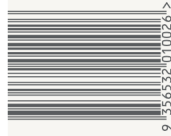
find your way

LIVE
THE
Grampians
Way

Product naming

She is
one saucy
mama.

When a decorative products business wanted new colour and product names, I placed my tongue firmly in cheek and brought a playful tone of voice to the brand.



9 356532 010026 >

Lustre[®] FX

Dream / Create / Play



Low V.O.C.



Water clean up



Inhibits mould

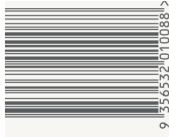


AUSTRALIAN MADE
AND OWNED

20kg

Marmo Mama[™] Classic marmorino

She is one saucy mama and easy to love. Being the most versatile Venetian Plaster in the range, you can massage her from satin to semi-gloss. With a medium marble grain that will fascinate you, she doesn't require too much experience, and if you ask her nicely, she'll let you tint her any colour.



9 356532 010088 >

Lustre[®] FX

Dream / Create / Play



Theoretical Yield
2.0m²/kg
18kg = 36m²



Mix Ratio
1kg : 300ml
18kg : 5.4L



Water clean up



AUSTRALIAN MADE
AND OWNED

18kg

Beautiful Beast[™] Original Lustre Crete[®] grey concrete

A unique dry mix, concrete blend, just add water to this industrial beast and be seduced by his charm. He can be left natural for a modern matte-grey concrete finish or be polished up from a satin to a high-gloss look. Use him inside or out, he's dense but lovable and he'll make all your dreams come true.

Positioning line

Well2 makes organic baby products.
They wanted a warmer positioning line.

The result was a very happy client.

Their original

Developed in response to the growing demand
for high quality safe natural products that work.

My version

Made by nature.
Crafted with love.
Just like your baby.

Testimonials

‘James brings a magical touch to all he does – short copy, long copy or punchy.’

Chantelle Tham, George P Johnson (Singapore)

‘Your amazing content has played a huge part in the client ROI of 648%.’

Jade Horrobin, Reload Media

‘He wrote a beautiful video script for our NFP client and made the process so easy.’

Jessica Richings, Block Branding

‘James is a wordsmith who can simplify your message or brand story in a few words.’

Katarina Smelikova, Flash Marketing

‘James always cuts to the heart of things. He finds the right words for every occasion.’

Sara Yang, Type-C Productions

‘James is witty, sagacious, and writes some mean copy, to brief and on time.’

Dominique Antarakis, Change&Co

Read more testimonials [here](#)

Contact me

Email

james@jamesroberts.com.au

Mobile

0411 174 787

Web

jamesroberts.com.au