

give your
public image
**the professional
touch**



Freelance Writer
Media and
Communications
Specialist





your image is your brand

Making a lasting, positive impression is one of the keys to continued success for your business.

A strong and compelling brand image is not just nice to have, it's a must-have.

It serves as the cornerstone of your business's reputation, credibility, and customer loyalty.

A well-crafted brand image communicates your unique value proposition, sets you apart from your competitors, and creates a lasting impression in the minds of your target audience.

It resonates with your customers, builds trust, and drives sales.

what your brand says about you



what's in a brand?

The eight universal elements every brand must have are:

1. Logo
2. Colour palette
3. Shape
4. Tagline
5. Tone of voice and vocabulary
6. Fonts
7. Imagery
8. Positioning



getting it right

Developing your brand identity can be a straightforward process when adhering to some basic branding principles.

The true strength in a brand's identity is by always delivering what your brand promises in every aspect of your business.

You want your clients knowing that you are the Ferrari in your field, not a DeSoto.

A what? Precisely.

make sure your brand works everywhere



internally

A strong brand is not only recognised by your team, but recognised in your team by your clients.

Your team adhering to and delivering brand expectations is vital.



online

Your online presence is, most likely, your first impression for many of your clients.

All of your online business related activities must be an up-to-date presentation of you and your brand.



news and media

Your brand identity is integral when communicating what your brand means.

This is particularly important when promoting something other than just your brand.



recommendations

Brand ambassadors have been with us for centuries. They're called happy clients.

Build your clients trust in the strength and reliability of your brand and they will become your best brand promoters.

professional services

I offer more than 20 years Australian commercial media, communications, promotions, advertising and public relations experience across the public and private sectors.

I deliver timely and cost-effective support services including:



Media and Public Speaking Training
Brand Auditing

As well as development, design, writing and editing services:

- Media Releases and Crisis Management
- Commercial Copywriting (tv/radio/newspaper)
- Speech Writing
- Online story/information content
- Promotional and Advertising visual online and print assets
- Annual/Quarterly Reports
- Government and Departmental Reports

expert advice

I can offer input and advice through to full and complete reviews regarding your branding, media, communications and promotional activity, including:

- Websites and Content Management Systems (CMS)
- Social Media platforms
- Internal communications systems and procedures
- Advertising and promotion
- Publication Printing
- Customer Relationship Management (CRM) systems





who is a.b.?

My name is Anthony, and I have been living the dream of life and work in Australia my entire professional life.

My considerable experience spans more than two decades in Australian Commercial Radio, public relations, advertising, journalism, NGOs, and working with all levels of Government.

I would love to use my skills to take your brand, presentation and content to new heights, helping you to secure new audiences and clients.

Event Hosting/MCing and professional voiceovers are available upon request.



get your brand working for you

Whether it's a one-off major project, or regular media, communications, advertising or promotions support you need, I'm here to help you succeed.



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Cost-effective Reliable Guaranteed



Thank You

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I acknowledge the Wiradjuri people who are the traditional custodians of the land where I live. I also pay respect to Elders of the Wiradjuri Nation, past, present and emerging, and I extend that respect to all Indigenous Australians who view this document.

