



Why would you want to use Quarry House for copywriting?

I'm Tom Atkins, founder of Quarry House. I took my first two writing classes as a junior in college, over 30 years ago. One was creative writing of poetry. The other was Technical Writing. That diversity has colored my writing ever since. On the one hand I have written poetry, fiction, plays and essays, and on the other hand, I've also written articles for mainstream and technology magazines, web sites and specialized publications. And for many companies, I've been an effective and skilled copywriter.

I specialize in writing for technical companies in the Broadcast and AV fields. This means that I am not just a good writer, but that I already know many of the issues and technologies in our field. Having a specialist like me on board saves you a great deal of time and money in having to "train" a copywriter in what you do. My background effectively translate them into compelling words that sell to your target market.

More recently, I have begun to specialize even further, working with overseas companies in our industry to tweak their existing copy and marketing materials to work for the United States marketplace.

Why is this important?

Many non-US companies make outstanding products in the broadcast and A/V industry, but US customers want to feel confident that they are working with suppliers that are committed to them. When they see marketing materials that sound as if they were written with European, Asian or other offshore customers in mind, they are put off and often stop considering you.

Often the fix is easy. Small changes in word choices and phrasing make all the difference. Making these changes is part of what I do.

The other part is that I know this marketplace, and I may be able to identify features and benefits in your product that are more important in the U.S. market and help you highlight those.

What is copywriting?

Copywriting takes many forms. Over the years I have written ads for print, TV and the web. I've written brochures, white papers, trade press articles, web copy, case studies, scripts, speeches, power points, newsletters, radio talks, flyers, multimedia, technical documentation, blogs, sales letters, proposals, and dozens of other sales tools. I've written

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for corporations, universities, development departments, government agencies, and ministries. What do all these have in common? They had something to say and something to sell.

In the end, that is what I do. Write words that sell.

What makes a good copywriter?

Copywriting is more than just being able to write. A good copywriter does his research, learns your products and services, learns the competition, and learns the audience. Then he takes that knowledge and crafts not just good words, but the right words, the most effective words, to make your point. That's what I do.

A good copywriter is part of a team. Sometimes, I work with ad agencies. At other times, I work with marketing and sales departments, and at other times, directly with key management. It's important that the copywriter understands both his role, and the big picture. I play well with others, and keep my ego in check, while performing my role well.

A good copywriter meets his deadlines. Maybe that seems obvious, but from what I hear, it doesn't happen as often as it should. I meet deadlines.

A good copywriter brings something more to the table. Specialized expertise, a broad perspective on marketing, and business wisdom that can help you make the most of your marketing dollar. Beyond the ability to write, I have directed marketing for two nationally recognized technology companies, and have been a partner in an ad agency specializing in business to business clients. I have over 25 years experience in the TV and AV equipment industry. I have had my own ministry and helped others. I bring that extra experience to every writing project I am on.

A Partnership mentality

I see myself as a partner in every project I am a part of. Partners don't just do a job, they have a vested, heartfelt desire for success. It means that we consider ourselves partners with each of our clients. Your success is our success. We're not creative guns for hire. We take your success personally, and treat your projects and marketing as if it were our own.

This Partnership Mentality has been applied to over 25 years of work. As a result, I have a deep well of resources and companies I can call on. So if your project needs more than good writing, I can help bring in others, from ad agencies to designers to PR firms, that would help you make the impact you want to make.

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A history of success

When you work with someone in marketing, you are paying good money, so you want some assurance that you are working with someone who can help you succeed. I have a long history of success that you can bank on.

In 1991, I was one of the founding four of [The Whitlock Group](#), a start-up systems integrator in broadcast and A/V Systems as part of the sales and marketing team that took them from start-up to a \$35M/year company. In 1998, I was privileged to become a partner in charge of Sales and Marketing for TGS, another start-up integration firm focused on High Definition conversions of Television facilities. Over the next five years, while I was VP of sales and marketing, TGS grew at an average of 200% a year each year, eventually being bought by industry giant [Ascent Media](#). Currently, as head of marketing for [Diversified Systems](#), an established leader in the integration industry, I have helped develop growth from \$60M to nearly \$100M in his first two years there, despite the

moribund economy of 2009-2010. I was was also a partner in [The Kingma Agency](#), a full service creative agency, for a time, and continue as a strategic partner for them today.

What ties all these companies together? - a history of success. As a copywriter, I use that experience to help you succeed.

We get the big picture.

Some of our clients have been ad agencies or marketing departments who need copywriting or photography. Other clients are smaller firms who have used Quarry House as an outsourced marketing department, creating a strategy and implementing it for them, overseeing and producing all their materials as needed. Because of my 25 year experience in all phases of marketing, I know where copywriting falls in the process. I work hard to make sure that what I do fits in your overall marketing scheme.

Need More?

Because of my history in marketing, I have a history of successfully completing every aspect of marketing from branding to consulting to individual projects such as logos, marketing materials, web sites, social media strategies and more.

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More important for overseas companies, I know a great deal about the distribution and sales of equipment in the U.S. market. I may be able to offer you more than copywriting services, consulting with you to help you with distribution, support, marketing and sales.

Contact us

Interested? Contact me by e-mail (tom@quarryhouse.us), Skype (tom.atkins1955) or phone (+1-802-645-0499) and let's talk about your project.

Take care,

Tom Atkins
Founder, Quarry House

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