



Joe Emery

Turning your consumers' eyeballs into clicks and their clicks into sales™



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WHAT THE RIGHT WORDS WILL DO FOR YOU

Drive traffic. Build your brand. Skyrocket your revenue. You get copy that captivates, stories that sell and bid writing that wins.

YOUR BUSINESS GETS...

TRANSFORMATION: Perfecting your TOV to maximise customer experience & retention

SALES: Tapping into the emotions that make consumers buy your product

CREATIVITY: Bursting with ideas to catalyse your growth

WHO YOU'LL WORK WITH

My passions are [music](#), [film](#), [writing](#) & creating [social media content](#). And, running a [website](#) & [fan community](#) with a 35k following across 6 platforms.

I've [interviewed](#) and written stories about Hollywood actors, directors & Oscar winners. Plus, Guinness World Records holders, world champion sportspeople, Knights, Dames & recipients of other royal honours.

I've raised thousands for children living with cancer. Fundraising [events](#) & [interviews](#) with James Bond stars include [Dame Joanna Lumley](#), [Julian Glover CBE](#) & 5-times director [John Glen](#).

FROM STARTUPS TO THE WORLD'S BIGGEST BRANDS

My craft in content and copywriting shapes narratives for household names. Now it's your turn. Gain revolutionised communications. Unlock action-led sales copy intertwined with trust-building storytelling.

- **VIRGIN MEDIA O2:** Leading tech & entertainment copy for Apple, Samsung, Google, Disney+, Amazon Prime, Netflix & Sean Bean-narrated TV/radio scripts
- **CREDIT SUISSE/THE ROYAL BANK OF CANADA:** Writing comms for UHNW famous individuals, including Messrs McCartney, Jagger, Caine & Hopkins
- **SAINT FRANCIS HOSPICE:** Revolutionising TOV to secure new funding & support: West Ham Utd FC & Sir Trevor Brooking
- **DHBW HEILBRONN UNIVERSITY:** Creating & delivering lectures in effective writing
- **HER MAJESTY'S GOVT:** Heightening apprenticeship applications & employers
- **WEST HAM:** Amplifying charity awareness through matchday programme storytelling
- **GINARE CONSULTING:** Maintaining a 100% winning bid record for healthcare providers
- **NIKE, HARRODS & COSTCO:** Boosting sales through product descriptions
- **M&G INVESTMENTS:** Increasing investors by transforming TOV
- **NHS:** Crafting public COVID-19 comms & scripts for call handlers