

## **John Lister (john@johnlisterwriting.com): Samples and client feedback**

- <https://www.hwwaconsulting.co.uk/2018/06/20/7-questions-to-help-you-choose-the-right-employee-benefit-scheme/>

A blog post with credible, useful information to help readers while promoting the provider's expertise

- <https://newgrove.com/five-benefits-of-visualising-customer-location/>

A blog post using multiple analogies and angles to make a conceptual point more concrete.

- <https://www.wisageek.com/what-is-open-outcry.htm>

An 'explainer' which combines both a broad overview and some specific illustrative detail.

- <http://www.geeksaresexy.net/2014/06/09/turing-test-pass-doesnt-convince-all/>

A news article which goes beyond the headline to put the story into context.

- <https://www.infopackets.com/news/10412/vizio-smart-tvs-spied-users-sold-data-ad-firms>

A news article aimed at older readers who have an interest in technology but aren't always familiar with the jargon and detail

- <https://www.techwalla.com/articles/how-do-i-reduce-the-soap-opera-effect-on-my-led-tv>

A piece designed to address a question that ranked high in searches but had few clear and accurate answers

- <https://drive.google.com/file/d/1WN--U9PG-5F858coiNsKUMIemGEplng5/view?usp=sharing>

A white paper which is informative and detailed but still clear and readable.

- <https://www.computex-inc.com/2018-cybersecurity-trends-that-matter-to-your-enterprise/>

A tech article designed to build the client's credibility while informing the reader.

- <http://founderscpa.com/making-the-most-of-rd-tax-credit/>

A long-form blog post explaining a detailed financial topic.

### **Client testimonials:**

**Dennis Faas, Infopackets.com:** John Lister has been writing for Infopackets as far back as 2006. As the CEO and Chief Editor of Infopackets, I've always found John's articles interesting to read. John is very flexible, able to put together compositions with minimal instruction, and always delivers on time. If there have ever been any issues, John has gotten back to me straight away. I highly recommend John if you are looking for a well-rounded, trustworthy and reliable writer for your company.

**William Annison, HWWA Consulting:** We have regularly asked John to research and write articles for us for a number of projects and most commonly for the Latest News section of our website. John is very approachable and easy to deal with. He picks up topics quickly and writes copy for us within the timescales we agree and we have found that we are able to post his copy without amendments. We will continue to work with John because we think he is excellent at what he does and do highly recommended his services.

**Yan Fortin, Geeks Are Sexy:** John Lister is a very hard working writer. He has never let me down in about a decade of work and has consistently produced quality content for many years without skipping a day. He's the kind of person who will not let you down and will bring great value to your business.

### **Comments from clients at [Copify agency](#):**

- Good copy and followed instructions perfectly. Completed on time. 5 stars
- Very well written and informative. Exactly what I wanted, thank you
- Excellent job - as always
- Oh that was good, so good. Thank you. I'll be back :-
- Wow - that was quick ! Perfect job, thanks !
- Great copy. Was everything we asked for and delivered on time.
- Absolutely fantastic, thanks very much.
- Great copy! Followed instructions very well and the content is of high standards.
- Another excellent article by this writer - highly recommended.
- Excellent work, even though the brief was very basic, John managed to write a superb article that is going straight on to our blog!

### **Comments from clients at [People Per Hour](#):**

- John completed the work on time and on budget. Very impressed and I have asked John to work on an additional project. John clearly has excellent writing skills and provided exactly what I was looking for.
- Great work, delivered on time and the content was spot on.
- Brilliant. Excellent. Fast turn around. Did exactly what I wanted first time. Easy to work with
- John did a great job. Clear, concise and accurate copy. Thanks!
- Excellent work researching and rewording a selection of information. Speedy turnaround with task.

### **Comments from clients at [Scripted](#):**

- Great Work. Perfectly described and well researched. Would want to hire again any day