

New Free Resource Solves A Big Problem For Small Business Owners

A new club on Facebook is helping small business owners, freelancers and entrepreneurs tackle one of their biggest problems – how to write good marketing copy.

CAMBRIDGE, UK, December 14, 2018 /EINPresswire.com/ -- A new club on Facebook is helping small business owners, freelancers and entrepreneurs tackle one of their biggest problems – how to write good marketing copy.

Called MSCopy Club, the group's founder is Martin Sayers – a leading copywriter who has helped promote brands such as Costco, FedEx, and Renault.

The idea for the group came after Martin had a revealing conversation with a small business owner:

“At a networking event recently, someone told me she viewed writing copy with a mixture of ‘heartbreak, misery and panic all rolled into one’,” he explains. “She also said she can only afford to hire a copywriter for occasional jobs, so most of the time is left struggling to write her own marketing material. She said most business owners she knew were facing the same predicament, which made me determined to help.”

So, MSCopy Club was born. The group features tips and advice on writing the type of copy that every business needs - such as web sites, client emails, brochures, sales letters and more. Martin comes on live regularly, with helpful videos on key themes – such as how to avoid mistakes, and how to attract new clients.

And MSCopy Club is proving very popular, as Martin reveals:

“The club is pulling in about 30 people a week, from all over the world – there's members from the US, the UK, Australia, France and more. And what has pleased me most is how supportive it is – I'm obviously providing lots of advice but everyone is contributing and helping each other with their copy problems. It really is helping small business owners and freelancers with a big problem, so I'm really pleased - and members are telling me that it's become invaluable to them.”

Small business owners, freelancers, entrepreneurs and startups can join [MSCopy Club here](#)

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