



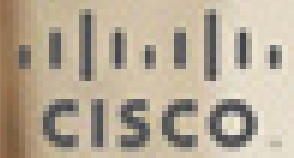
Nick Green Copywriting Book

<https://www.nextgencopywriting.co.uk>



Independence. It's foundational.
So is the way you look.
Most women wear the wrong foundation
shade. But why be most women?
Why not be skindependent?
Luxe Color Changing Foundation color
adapts to your mature skin's changing
chemistry.
That means morning, noon, and
luminous night, Luxe helps you to look
the way you want to look ... and turn
heads while you celebrate being as
young as you feel this 4th.

Long live chemistry.



Content Creation

for modern marketing

How to reach, engage and build trust with your audience





I'M A CONTENT SUPERHERO



WELCOME TO THE EMPLOYEE RECOGNITION AWARDS!

We have launched a content initiative to reward you for all the amazing work you create and produce! We want to formally notice how brilliant you all are. Each quarter we will present the awards to those people that have produced outstanding content.

Explore below to find out how you can get your hands on one!
The winners will be announced at the monthly all-hands!

THE AWARDS

Click to reveal a description of each award.



CONTENT STAR INDIVIDUAL



CONTENT STAR TEAM



CONTENT SUPERSTAR TEAM



CONTENT SUPERSTAR

OVER TO YOU...

The Lakes by yoo

An escape

**Knight
Frank** 



advertisement feature

to come home to

It's naturally perfect. It's Cotswolds tranquillity, beauty, serenity, fun, private, pristine, yearning to be explored, yours, 90 minutes from London. It's called The Lakes, and of course you want to be there - it's perfectly natural.

Set in 650 acres of rural Gloucestershire, The Lakes is a place carved out of time and space very carefully. Here, second homes created by yoo bring together divine design and outright practicality in an environment that is meant to be lived in and loved.

Life at The Lakes by yoo means second homes that don't stop where the outside gets going. Doors and walls pass unnoticed as you make your way out into the fresh air, into a place framed by your imagination, by your newfound desire to explore.

The Lakes is the vision of Anton Bilton, and yoo's John Hitchcox and Philippe Starck. Working with Jade Jagger, their aesthetic sensibilities and creative edge have created a wide open environment where outdoors, anything goes.

Here, pony trekking, daydreaming, fishing, wigwams and pooh sticks or simply doing nothing comes naturally. Here means fresh local produce, country walking and quietude for you and your children. Here means open sky reflected in clear water. Here means safety, stillness and laughter.

Over half of our first phase of luxury second homes has already found owners and we are now looking forward to the beginning of our second phase. This will comprise new variations on our lakeside homes. Stylish new floor plans of 4000, 5000 and 6000 square feet will make best use of large interiors and natural light. Our brand new yoo homes will all bear the hallmarks of design nuance and raw beauty associated with The Lakes. They will all mean that here, you always have an escape to come home to.

Book your personal tour
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Inertia

Inertia is a tendency to do nothing or to remain unchanged

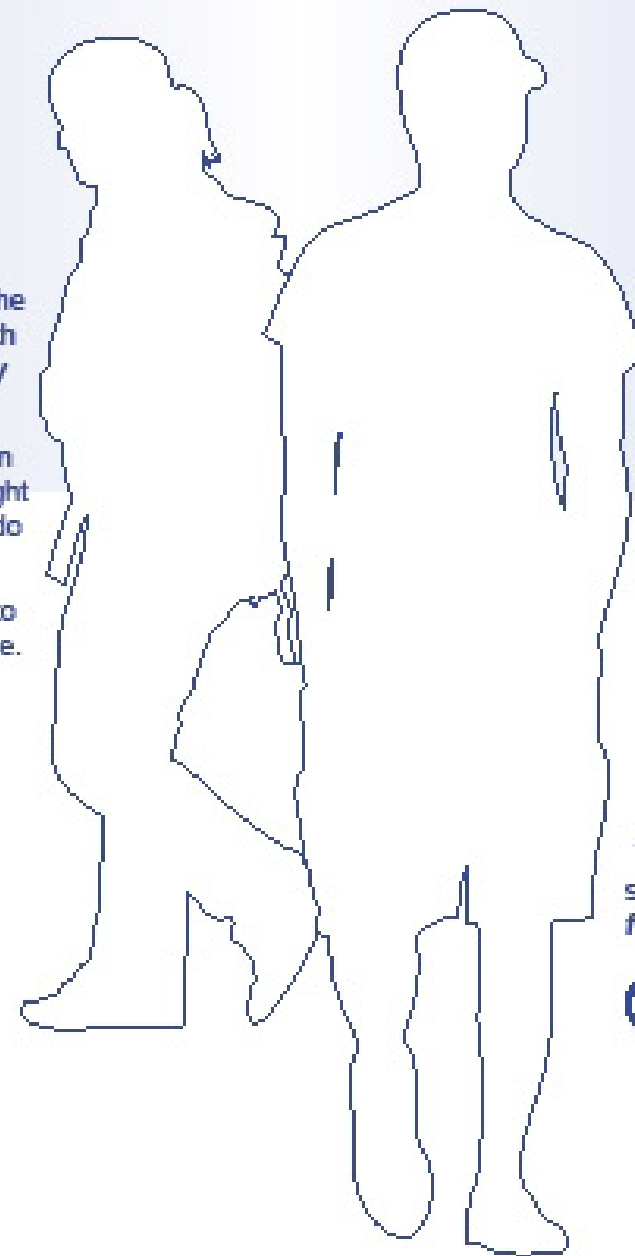
Nowadays most people are aware of the **benefits of exercise** and the possible problems caused by the lack of it. It's an issue that is being addressed by individuals and governments all over the world. Ill health and unwanted weight are unwanted problems. Yet they refuse to go away; **our lifestyles are increasingly sedentary**, so the problems persist.

For many people it's a question of circumstances and time; for others it's incentive. Children and adults in schools, at work and at home would benefit from an ideal solution if they could find one. Such a solution might be a device or activity that **motivates its user** yet requires no 'time out': no need to go somewhere to do something that takes hours.

In lieu of such a device or situation **many people simply do nothing**. They lack the means or incentive to take that first small step towards improving their immediate and long term health - and therefore their lifestyle. **Who can blame them?**

75% of adults globally do not do enough activity to maintain a healthy weight

World Health Organisation 2007



A solution that wears out

exhausted (adj.) loss of effectiveness, worn out

There seems to be a solution, however: Because they're small and fit in with people's lifestyles, **traditional pedometers** are seen by some as a barometer of, and an aid to, wellness: they measure the number of steps taken by the wearer and thereby gauge activity levels. But are they really the answer?

Statistics show that traditional pedometers can induce a 27% increase in the user's activity levels. Yet this tends to be a **short term gain** because they have various drawbacks.

Traditional pedometers

- Are inaccurate
- Can be cheated easily
- Do not offload data automatically
- Are not designed to be worn all day every day
- Require regular battery changes or recharging

The fact is though that technology can provide a solution. There's a **new device**: a kind of pedometer that sidesteps all these problems. It's robust, discreet and is designed to be worn 24/7. And it makes getting fit an awful lot of fun.

73% of Pedometer users stop using them after six weeks and as a result their increased activity levels take a downturn

Stanford University School of Medicine, 2006





IBM Predictive Analytics

*If you could predict the performance of your
Players – average, good, or not quite sure;*

*If you knew when those players would slip up,
The extent of their hurt – and their mending;*

*If you knew how consumers would be trending
The next day and every day after;*

*If you knew which ads would really add up
And turn marketing fears into laughter;*

*If you knew now what tomorrow you'll know
Or if tomorrow will be yes or no;*

*If you knew Monday which brand new will sell
On Wednesday – if you could only tell
Which saleables will sell best next summer
If still's still best or sparkling sells better;*

*If you could turn information into
Insight and vision into winning you...*

....would. Wouldn't you?

We can help.



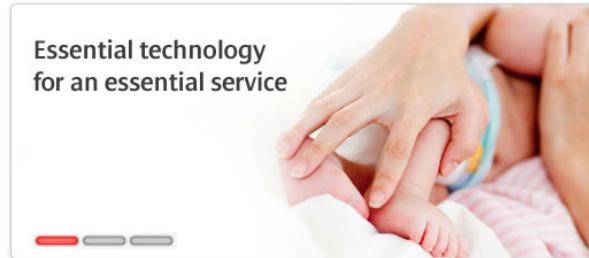
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Healthcare

A vital service with unique requirements



A dynamic society demands flexible and innovative healthcare. 21st Century healthcare must become ever more efficient and cost effective. Access to medical records must be fast and easy. Patient's contact details must be on hand. The patient's journey must be easy to map. Patient confidentiality is essential. And very strict healthcare regulations must be met.

Healthcare, then, presents a unique set of day-to-day challenges for medical professionals. The welfare of people is at stake. Healthcare technology solutions must therefore be peerless.

That's where we come in.

On this page...

We do, so you can [▶](#) Case study [▶](#)


We do, so you can


Canon provides a wide array of healthcare related software and hardware solutions. These powerful solutions are at work every day in healthcare environments across the UK.


With us behind you, your healthcare contract tender will carry the weight of a global technology solutions provider. Our track record and reputation speak for themselves.

Just click on the links below to find out more.

 **Document Management**
Accurate healthcare document management is crucial. That's why leading healthcare organisations choose Canon's solutions.
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Print, scan, copy. Fast, accurate, easy. Canon provides fast and reliable printers, high res scanners, and copiers that don't take breaks.
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 **Security**
Patient confidentiality is fundamental. Canon provides document and hardware security, network and data security solutions.
[More about Security ▶](#)

 **Print and Device Management**
Optimise. Streamline. Accelerate. Canon management software reduces costs and enhances workflow.
[More about Print and Device Management ▶](#)

Case studies

We prefer to let our clients do the talking...


 **Gloucester NHS Trust**
“ Canon helped us transform our thinking from just printing to a complete document management solution ”
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Event Name

1st October 2012
Olympia, London



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

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you can

Microsoft SQL

Server data manipulation?

- High performance
- Ultra scalable
- User friendly



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Are you in touch with your online data (or just out of touch)?

Microsoft SQL Server. The ultimate in server data streamlining.

The fact is that data on your server must be manipulated correctly. If it isn't, it gets harder to access. In the end, your business server becomes compromised.

Microsoft Structured Query Language is the answer. More user-friendly, flexible, scalable, and comprehensive than its open-source counterparts, Microsoft SQL Server allows you to store, retrieve, and update and delete business critical data on your server faster and more efficiently.

In a nutshell, Microsoft SQL Server enables better:

- Backup and recovery
- Performance and scalability
- Server related IT efficiency
- Business Productivity

What Microsoft SQL Server isn't: an 'accessory' bolt-on.

What Microsoft SQL Server is: essential to business efficiency.

[Head this way to see the benefits in fine detail.](#)

Better server data manipulation = better data access. Better data access = better online business. Simple.

The benefits (or why you shouldn't try to be without Microsoft SQL Server):

- Microsoft SQL Server Backup and recovery**
 - Ensures data availability via surefire redundancy and fast recovery.
 - Keeps apps running by providing a hot standby server for data mirroring that supports rapid failover with zero data loss.*
 - Reduces data storage costs and helps ensure optimal performance for apps via data compression and backup compression features.

*Requires extra servers
- Microsoft SQL Server Performance and scalability**
 - Massive scalability (up to 256 processors)
 - Optimizes performance and reduces costs for real-world database workloads with high scale complex event processing.*
 - Ensures data consistency across diversified systems.
 - Troubleshoots, tunes, and monitors application performance with Performance Studio.

*Now verbatim for MS (Craig) query
- Microsoft SQL Server IT efficiency**
 - Multi-server and instance management = time, cost and resource savings.
 - Supports live migrations for active workloads across VMs with no downtime impact.
 - Increases DBA productivity with new resource management tools and capabilities.
- Microsoft SQL Server Development Productivity**
 - Accelerates application lifecycle activity with streamlined management, rapid development, and predictable deployment.

Put it all together and you've got turbocharged data manipulation for your server that will improve your data management significantly. Still in doubt? Try being without it.

[Get structured here.](#)

[Take your mouse to see a Microsoft SQL Server benefits video.](#)



Dell Servers

We know that you need rock solid, ultra reliable hosting - nothing less will do for your business. That's why we use Dell hardware for all our servers. Dell provides us with the latest, and most durable, server hardware available - so our data centre runs like clockwork.

Why Webfusion

- Experience**
We've been creating **happy customers** since 1997.
- Power**
Our **web hosting services** have the capacity you need.
- Simplicity**
Our products are easy to understand and simple to use.
- Support**
We never sleep - we're available 24.7.365, every day.

Helping hands
We handle support calls right around the clock.
We never clock off

Updated server specs

- FREE Backup Level 1 with EVERY server
- Parallel Plesk 9.5 as default with EVERY server
- Upgraded specifications and the latest Dell chassis

[Find out more](#)

Unlimited hosting
Lorum ipsum dolor
Our data centre technicians are onsite around the clock, every day of the year.

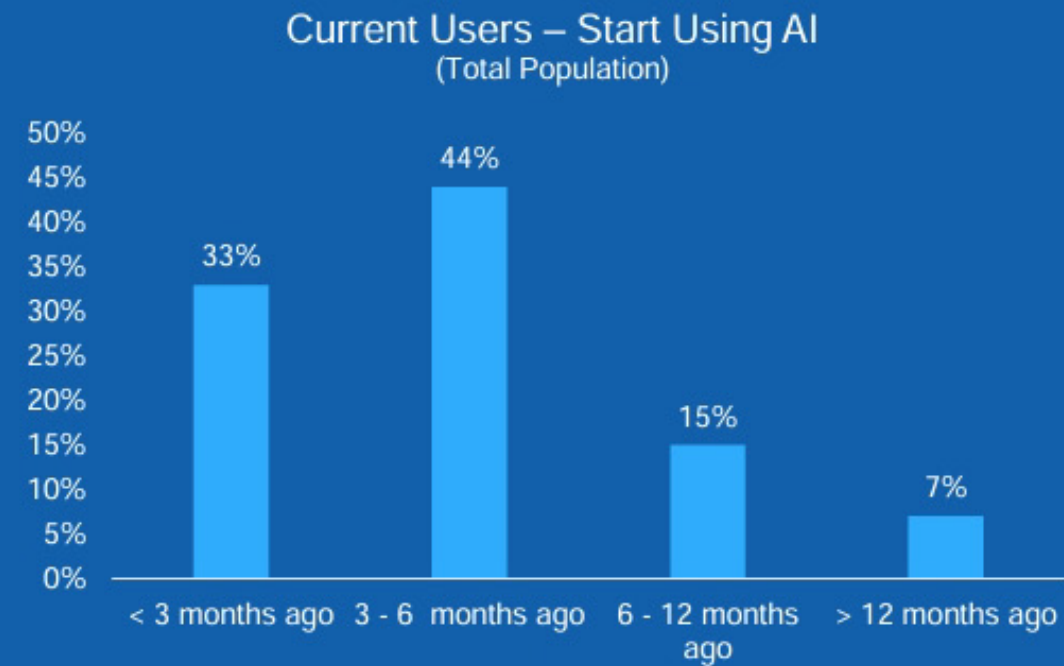
[Find out more](#)



Amar's angle: "Bear in mind this survey was done in 2023. This data shows the recent uptick in AI adoption among developers. Change is indeed the only constant."

benchmarkit

Q: When did your company start using AI tools within your software development process?



Insights and Opportunities

- The use of AI tools in software development is currently in the innovation and early adoption phase, with 7% of respondents indicating that they have utilized this technology for more than 12 months.

N = 246





HP & ES: A partnership that delivers

Working together, HP and ES deliver solutions in ways other vendors struggle to match. HP and ES share many things. End-to-end security is a shared priority. We also share company culture, ways of working, processes, partnerships, and clients.

The partnership enables a competency that is greater than the sum of its parts.

We work together closely to deliver holistic client solutions. What sets us apart is our ability to share with each other – and that sharing can benefit you and your enterprise.

The advantages of HP and ES in partnership include:

- The streamlined, structured ordering and delivery of devices
- The delivery of solutions as a bundle (i.e. bundled ES / HP Security offerings)
- Shared Financial Services make it easier to amend existing agreements, thereby saving time and money
- Shared Research and Development resources across HP and ES
- Shared focus on innovation and efficiency: New HP device capabilities can be used to optimise ES services to provide quicker time to market or resolution
- We share many clients, so we develop close working relationships across HP and ES to deliver better value
- Shared external partnerships: Go to Market is more attuned to deliver comprehensive solutions



Elevator pitch & proposition

HP MPS is a single-contract printing solution that delivers security, transparency and fingertip control of your business printing environment. Delivered in strategic partnership between HP and ES, HP MPS provides real-world business intelligence and actionable insights that add value, and will help you stay ahead in the workplace.



Service overview

HP MPS lowers printer and IT infrastructure costs. HP MPS delivers transparency and control of your printing environment by providing actionable insights. Features include:

- Industry leading security
- Compliance reporting
- Proactive support
- Visibility and access to fleet data via easy-to-use portals
- Acquire device-level data
- View the business impact of changes to fleet or usage
- Business reviews with HP experts
- Prevent problems before they occur
- Benchmark managed print ROI
- Identify areas for cost savings and efficiency
- Analyse the impact of proposed changes

Built on the foundation of device, data and document security, HP MPS provides:

- Fleet security monitoring and compliance
- Solutions to detect, protect, monitor and manage your fleet
- HP Device Connect
- Securely gather in-depth print data
- HP Device Control Centre
- Fleet oversight, device actions, data on-demand
- Security services and practices
- Experts to assess risk, build and maintain a secure print environment
- HP Strategic Business Reviews
- Accelerating your business with dynamic intel, HP Instant Fleet Insights
- Advanced analytics to model, predict and optimize performance

CTA

To find out more about HP MPS - and how it can transform your business printing environment - please get in touch now.



Execute well. The results will speak for themselves.

So you've made your plan. You've done your research. You know what to say, to whom and how. So now you've created outstanding marketing content that will inspire people to engage with your brand. Now you need to get that content out there.

During execution...

Get your message out

There's no point creating great content if the process of getting it out there fails

Plan

Create

Execute

Measure

Welcome to the flat-out, top-down world of Pilgrim V8.

Over 35 years, Pilgrim V8 (previously known as Pilgrim Motorsports and Muscle Car UK) has become the preeminent European manufacturer of the exciting Cobra replica and the uber-cool Pilgrim 356 Speedster replica. We have also built and sold over 15,000 factory-built and self-assemble products ... and counting.

We pride ourselves on offering a range of classic cars and Muscle Car Imports for sale. With two large workshops at our factory, we also specialise in restorations, classic car repairs, and upgrades and modern and classic Mustang servicing and upgrades.

Pilgrim is now one of the largest classic Mustang dealers in Europe.



Pilgrim V8 offers...

- Specialist servicing
- Exclusive sales
- Consignment service - selling your classic car
- High-end restorations
- State of the art body shop and paint
- Engineering services
- Specialist parts
- Ford Mustangs - for sale and shipping to the UK
- Classic car restoration and service
- The Pilgrim Cobra kit car
- The Pilgrim Speedster replica
- Self-build kit cars

For more information call 01273 493 860 or email info@pilgrim-motorsports.co.uk

