

Zero-21 improves what and how you communicate – enabling you to bring your ideas to life and get the results you want.

Services include:

Writing: Providing messages, copy and materials that people understand and respond to (newsletters, proposals, e-learning, presentations...)

Communication consultancy: Developing the right communication strategy and plan

Training: Creating programmes, activities and tools that support sustained learning and development

Events: Designing and facilitating 'away days', workshops, conferences and meetings that get people working and creating together.

Clients have called it marketing, internal communication, training, copywriting, branding, empowerment, fundraising, selling... It's about making best use of words (and pictures) to get something done.

Recent projects

- Supporting professional services with sales and marketing through development of proposition, messages and selling tools
- Writing proposals and marketing materials for senior consultants and partners
- Writing e-learning materials for care home staff
- Designing and delivering communication training for aspiring head teachers
- Designing business development training programme and materials for lawyers
- Developing interactive presentations for away days
- Helping the director of a charity articulate his vision for the future, his action plan and the organisation's key communication messages.

What clients have said

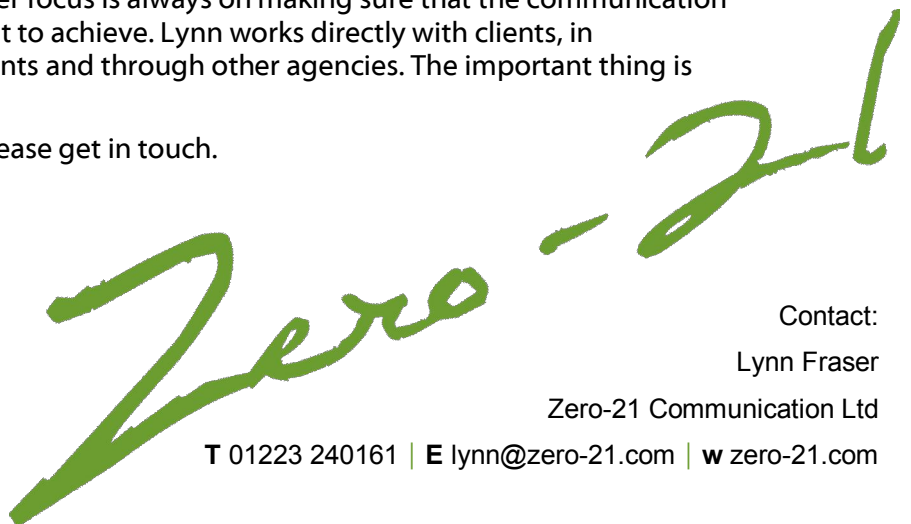
"This is the best explanatory and instructive document I have ever seen in this field! Good work that will save tons of e-mails and telephone calls!" HR Manager, Amersham plc

"The communication materials Lynn produced for us have helped us get our message out to our audiences, including some who are traditionally very hard to reach. She offers a professional yet totally friendly and personal service. She is practical and always willing to tailor a project and its costs to suit our needs." Director, L'Ouverture Trust

Behind Zero-21

The person behind Zero-21 is Lynn Fraser, a writer and communication consultant with over 15 years' experience in corporate identity, marketing, selling, internal communication and training. Her focus is always on making sure that the communication achieves what the client wants it to achieve. Lynn works directly with clients, in partnership with other consultants and through other agencies. The important thing is the project and the people.

If you'd like to find out more, please get in touch.



Contact:

Lynn Fraser

Zero-21 Communication Ltd

T 01223 240161 | E lynn@zero-21.com | w zero-21.com