

# My manifesto

---

Hi, I'm Jen

**As a fundraising and communications specialist turned freelance copywriter, Written by Jen offers a personal, professional and ethically-minded solution for charities, non-profits and socially responsible businesses. I write because I love it, and because I believe in the power of words. Get them right, and you really can change the world.**

That's why I'm here. Not because I have delusions of grandeur or a saviour complex. But because in my own small way, I want to help make the world a better place - and words are how I can do this.

## Cause-led copy

Over the course of my career, I have worked for- and with- some incredible organisations. Never just a job, who I work for matters. That's why I prioritise organisations and businesses that want to leave the world in better shape than they found it. To this end, almost all my clients are either charitable, non-profit or educational institutions. Where clients sit in the corporate world, I prefer to work with entrepreneurs and businesses who are either supporting the Third Sector, or offer socially-minded products and models. Occasionally though, I also like to take on something completely different and break out of my comfort zone. It's all part of the learning curve – as long as I remain true to myself and my core beliefs.

## Red lines

Saying no is never easy, and it is not something I do lightly (or often). For me, red lines are a very personal decision based on my knowledge and experience of the subject in hand. As a professional working in health and development, for example, I would be unable to take on clients who actively evangelise, support anti-abortion policy, or discriminate against people of a particular race, faith, sexual orientation or gender. I also draw a line with corporate organisations whose business model

actively undermines the premise of 'health for all' - a basic human right that should always be protected. I take this stance with an understanding that the world is not black and white, and that such issues are highly complex. I do not wish to be single-minded or discriminatory, and welcome discussions that further my own learning and professional practice.

## Working in partnership

When it comes to client work, I see myself as a partner rather than supplier. My job is not simply to deliver words. It is to get to know you, your organisation, and the issues and complexities that surround your work.

**"I don't want people to hear my voice. I want them to hear yours, and I believe that working in partnership is the only way to do this."**

## An ethical & person-centred approach

In taking such an approach, I am committed to finding and sharing stories ethically. With this, I am a firm believer in the idea of 'story sharing' as opposed to 'storytelling'. This means taking the time to talk to stakeholders and service users (where appropriate) and doing so in a person-centred, non-judgemental way. I do not want to lead the discussion, I want to facilitate it- taking care to ask open questions that unlock the story as it is, not as others think it should be. Whilst consent remains the responsibility of the client, I respect and operate within this and the bounds of GDPR. I also ask that individuals and service users interviewed are given the chance to feedback and sign-off on drafted copy.



## A note on language

When it comes to representation of sensitive and complex issues, I work closely with clients to ensure that the language I am using is inclusive and respectful. I am careful to avoid using stock terms and phrases that perpetuate and reinforce one-dimensional stereotypes, and welcome opportunities to partner with organisations that are led by, and work with, people, communities and groups that have been marginalised.

## A commitment to learning

In taking such an approach, it is important to remember that I, like you, am on a journey. I do not always have the answers.

I do not always get it exactly right first time. I am learning, and with this comes a promise to keep an open mind, a willingness to challenge and be challenged, and an ongoing commitment to evolving and refining my own business practice.

## A two-way process

It is important to remember that good copy doesn't happen overnight. It's a process. First you draft out the shape and then you chisel in the details – refining and evolving words upwards until you have the final product. I can't do this without you. That's why I put so much emphasis on the briefing, project development and feedback process, and why I work with my clients to create deadlines and time frames that allow for this.

**“It might take a little longer, but the more I learn about you and your world, the better placed I am to find the words that represent it.”**

And that's what it's all about. Thank you for reading, and I look forward to working with you.

## Want to partner with Written by Jen?

Drop me an email at [copy@writtenbyjen.com](mailto:copy@writtenbyjen.com)  
or give me a call on +32 (0)499 3636 30 / +44 (0)7557 005 157

