



Native Speaker Communications

building relationships, overcoming obstacles, making business thrive

Services Summary

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Ever find yourself thinking this?...

Our customers think we're competent but impersonal. We'd like them to view us as approachable, capable and friendly

We're new in this market and unfamiliar with the way people communicate here.

It's time to leave copy-cat marketing behind and clearly differentiate our offer. We need help to make that happen.

Many people seem unclear about what our business does. We want everyone to comprehend clearly so they can understand its value.

If "yes" then read on...

What we do

Native Speaker Communications provides tailor-made, human-centric communications for businesses and organisations.

Our goal is to help you develop long-term, fruitful relationships with your customers, partners and target audience groups.

We sculpt a distinctive approach to communication then put that to work for you as custom-crafted content.

- ▶ Websites
- ▶ Sales & pitch presentations
- ▶ Videos
- ▶ Articles & posts
- ▶ Internal training materials
- ...and more.

“At the end of the day people won’t remember what you said or did, they will remember how you made them feel”

- Maya Angelou

When it’s useful

Our partnership is essential when facing these challenges:

- ▶ Engaging with an unfamiliar audience or customer group
- ▶ Differentiating, pivoting or diversifying
- ▶ Overcoming cultural barriers
- ▶ Launching a new product or service
- ▶ Shifting people’s perception of what you do
- ▶ Upgrading your customer’s experience
- ▶ Raising funds

Benefits

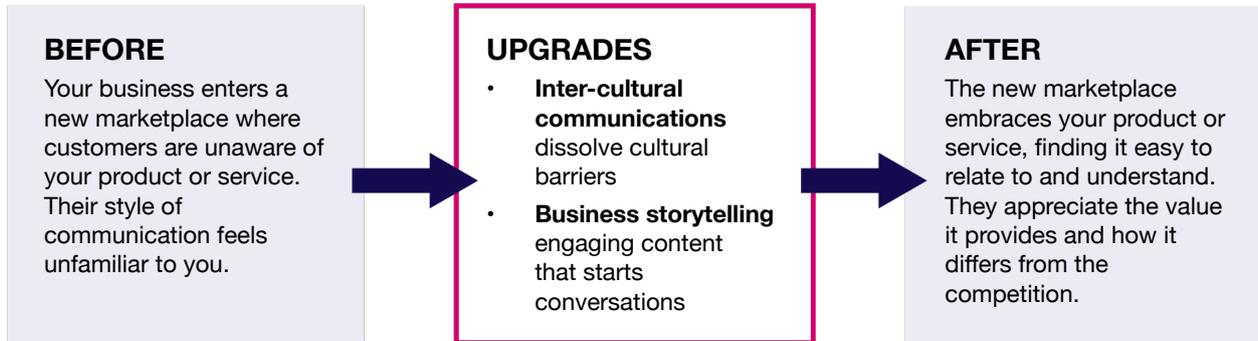
The benefits of human-centric communications include:

- ▶ Routinely attract highly qualified visitors
- ▶ Keep their attention over time
- ▶ A healthy customer lifetime value
- ▶ See greatly improved word-of-mouth, reviews and referrals.

Human-centric communications move your customers and audiences through the 'know-like-trust' journey with clarity and purpose.

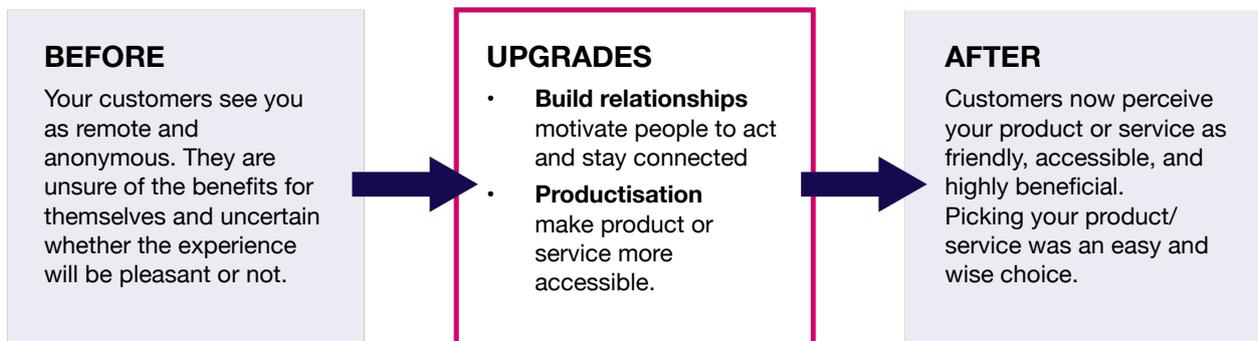
Before and after examples

1



[Based on engagement with client: Wave Growth - growth consultancy company, offices in US & Poland]

2



[Based on engagement with client: Lexmotion - remotely delivered legal services, headquartered in Poland]

Working together

Partnership

We see ourselves as a close partner, taking on your mission as if it's our own, while simultaneously providing the benefit of a fresh perspective and experienced delivery.

We work with founders, core team, marketing and product owners.

If needed we can bring in our own marketing specialists and asset producers.

Client engagement

Native Speaker Communications provides support in two ways:

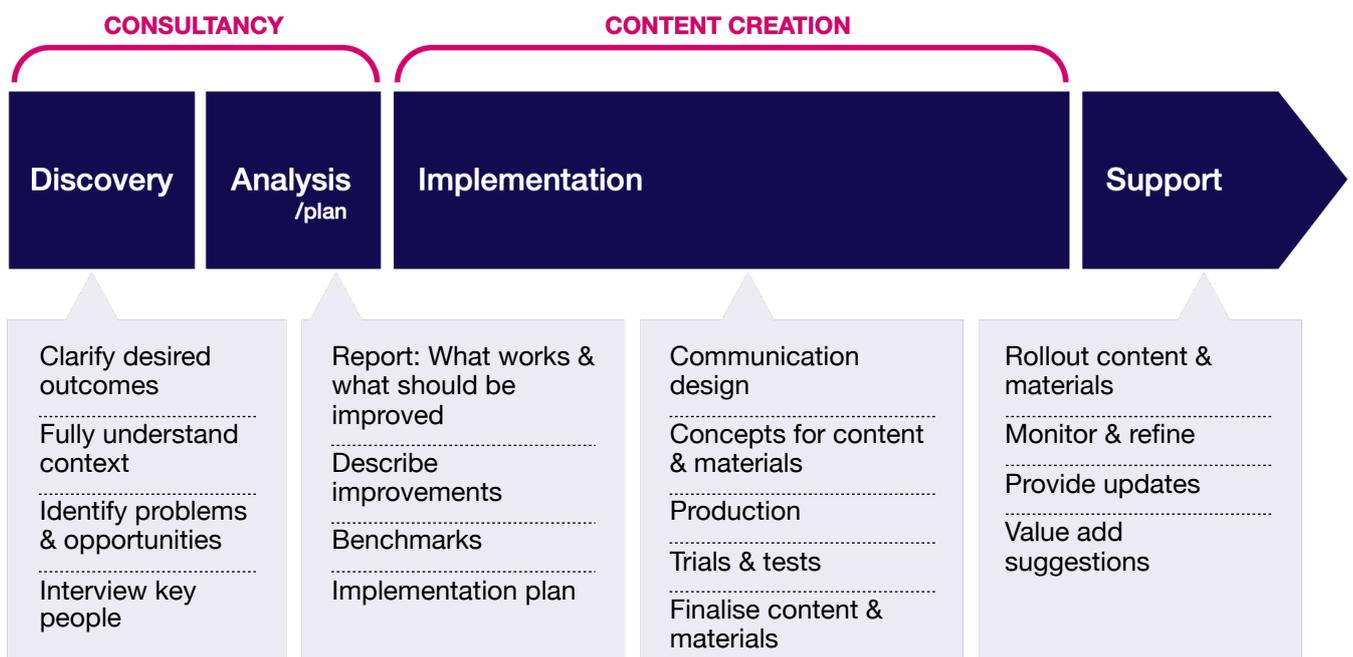
Consultancy:

- Inter-cultural communications - dissolve cultural barriers
- Business storytelling - engaging content that starts conversations
- Branding in words - a distinctive, relatable tone for all your communications
- Build relationships - inspire and move people to stay connected
- Solve specific problems - overcome an obstructing issue
- Productization - make a service or process more accessible.

Content creation services:

- Create messages and descriptions that are uniquely yours
- Transform your website's content so it communicates at a whole new level
- Business narratives for social media, press releases, email marketing campaigns
- Create a powerful new slide presentation or upgrade an existing pitch/sales deck
- Also: video scripts, UI/UX writing for software products, business plans, white papers, internal training materials and workshops.

A typical client engagement:



Clients

A selection of the companies and organisations we've worked with:



Case study



Wave Growth - a growth consultancy company serving enterprise customers and software development partners. Wave Growth's offices are in Washington (USA) and Krakow (Poland).

Wave Growth commissioned Native Speaker Communications to provide extensive consultancy and content creation services, including:

- Discovery
- Company re-naming
- Formulation of value proposition narrative
- Origin story (how Wave Growth began)
- Visual branding
- Business narratives aimed at target customers and recruiting
- Productization for their core process
- Website
- Business plan
- Internal training materials
- Sales email templates
- Sales PDF brochures
- Sales slide decks

At the beginning

Wave Growth wanted to make a significant impact on the way large software projects, using external teams, happen. The success rate of such projects was low, meaning that a lot of opportunity, effort and money was being wasted.

Here's one of the original messages Wave Growth used to share their service with target customers:

“Building 1200+ Web Apps, 1000+ Mobile Apps has allowed our engineers to become highly innovative thinkers who can look at different ways of creating software, solving problems and overcoming complex projects.”

The trials performed using this original message revealed a low rate of success. Almost no-one was willing to listen to this message.

What did we do about it?

We did a 'deep dive' into what's special about Wave Growth, their customers and the way they work together. We then created this statement:

“We're reprogramming the way trust works in the software development industry.”

The result?

Within a week of implementing the revised communication, Wave Growth had been awarded a \$250k project by an enterprise customer. Delivering the service represented a brand new stream of revenue for the growth consultancy company.

The 'cherry on top', from Native Speaker Communications' perspective, was that the customer clearly stated it was the way they **communicated** that caused them to pick Wave Growth from amongst hundreds of competing companies.

Contact information



We are happy to provide a costed offer that matches your requirements. Please get in touch and, soon after, we will send you a tailored offer-of-work.

Here are our contact details:

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We look forward to hearing from you!