



# Native Speaker Communications

build relationships, overcome challenges, make business thrive

## Services Summary

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## Ever find yourself thinking this way?...

Our customers think we're competent but impersonal. We want them to know we're friendly and very capable.

We're new to this market sector and not familiar with the way people communicate here.

We want to leave copy-cat marketing behind and differentiate our offer. But how do we make the change?

Many people aren't clear about what our business provides. We want everyone to comprehend clearly so they can understand its value.

If you answered “yes” then please read on.

## What we do

NSC is a group of experts providing tailor-made, human-centric communications. Our goal is to create long-term relationships between you, your business and its target audiences.

We shape a unique communications approach for you, then put it into action by crafting content, including:

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

NSC partnership is useful when you face challenges, such as:

- ▶ Engaging with an unfamiliar audience or customer group
  - ▶ Overcoming cultural barriers
  - ▶ Launching a new product or service
  - ▶ Upgrading customer experience
  - ▶ Differentiating, pivoting or diversifying
  - ▶ Fundraising
  - ▶ Solving a specific critical issue
- Example: building trust when feelings of trust have been undermined.

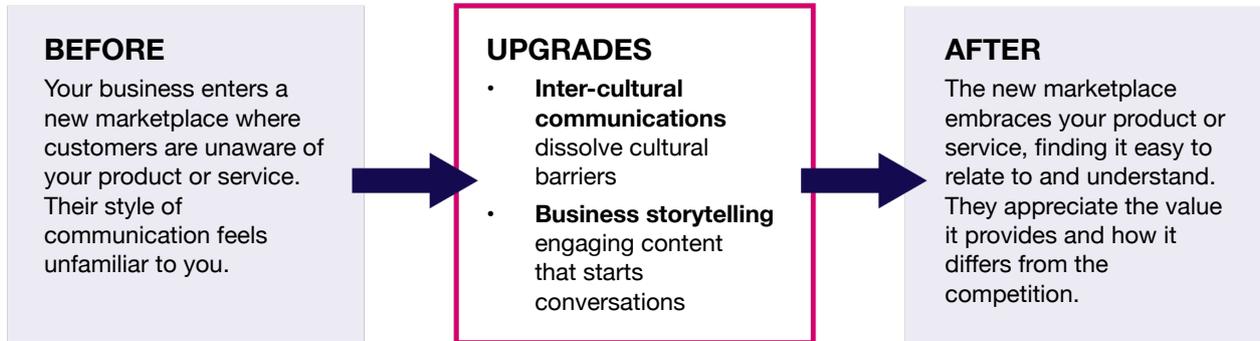
## Benefits

The benefits of a human-centric approach is revealed by the ability to effortlessly attract highly qualified visitors, achieve healthier rates of conversion and engagement, higher customer lifetime value and much-improved word of mouth, reviews and referrals.

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

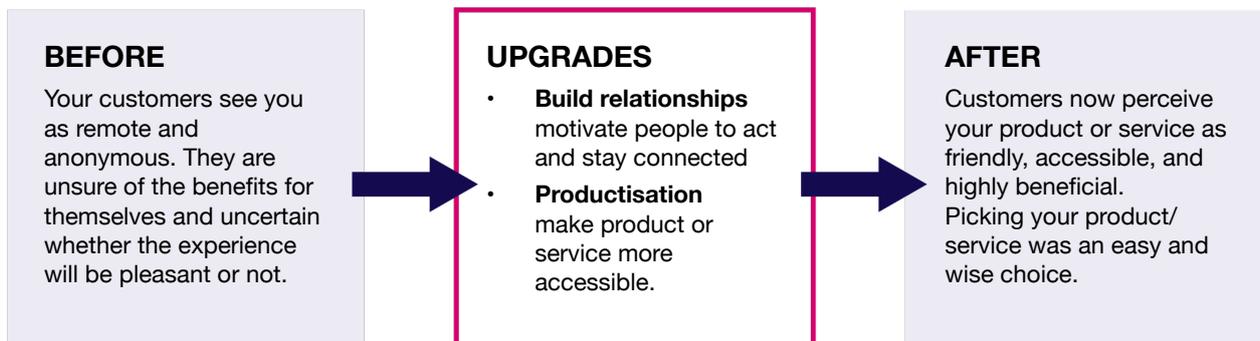
# Before and after examples

## # 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 project leads.

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

## Client engagement

Native Speaker Communications provides support in two ways:

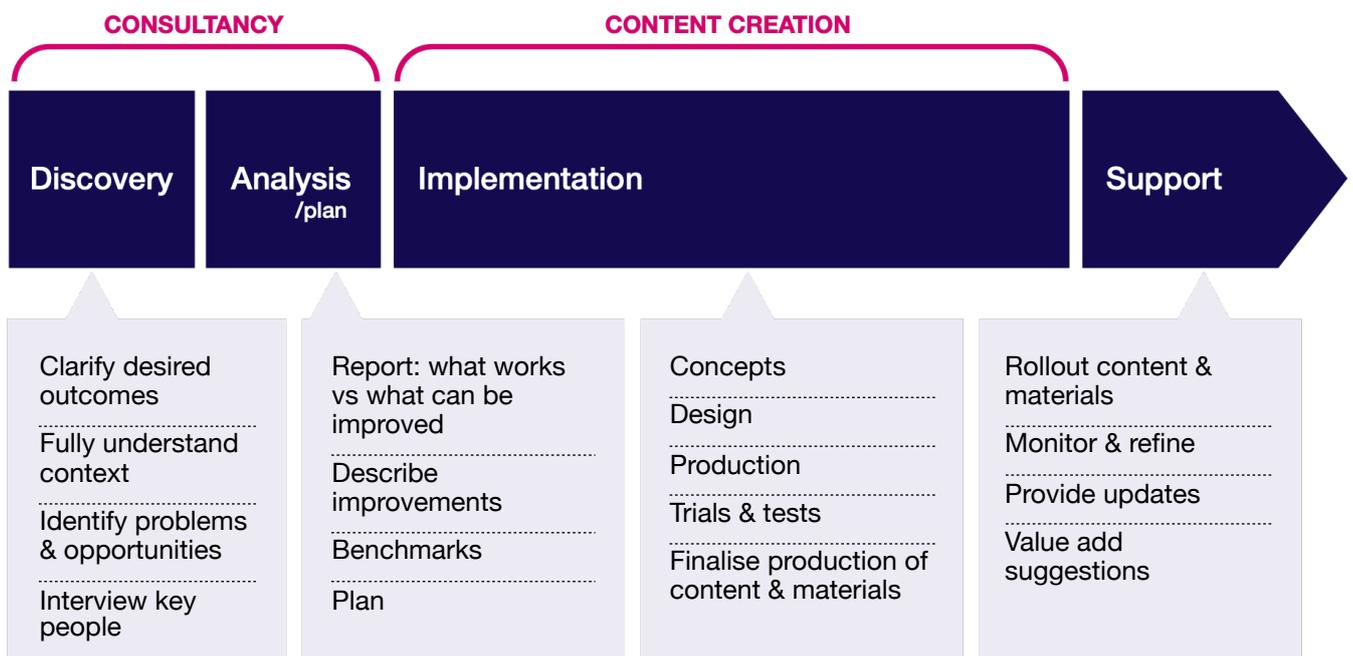
### Consultancy:

- 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).

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**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!**