

Avoid nasty slip-ups.



Even simple mistakes can damage brands, cost money and lose you customers.

Organisations communicate in many ways; most of these are intended to attract customers or sell products. Brochures, leaflets, packaging, point-of-sale material, Web sites – all of these communicate using the written word.

At best, poor grammar, ambiguous copy and spelling mistakes cost money, resulting in expensive reprints or perhaps even lost customers. At worst, such mistakes prejudice people against your organisation, damaging the brand in which you have invested so carefully.

Surprisingly, proofreading is often the weakest link in the development of marketing communications material – frequently being delegated to someone without professional English language skills.

Future Perfect can change all of that, by providing a specialist text-vetting and proofreading service, specifically for marketing communications teams.



You can't tread
carefully enough...

Watch your step...

There's no doubting the value of sharp presentation. Especially in marketing, strong presentation turns heads, influences customers and boosts sales.

No matter how good the presentation, though, just one slip could transform admiration into laughter and derision.

The importance of most organisations' marketing communications, point-of-sale material and packaging is demonstrated by the teams of professionals involved in their production process. These include copywriters, illustrators, photographers and graphic designers. At each stage, the focus is on doing the best work possible – to ensure that the final piece delivers results.

Proofreading is the one process which is most frequently delegated to a non-professional. Perhaps the designer is made responsible, perhaps the copywriter – often, it is simply the person in the office whose English or spelling is regarded as 'the best'. When you consider the potential impact and cost of spelling mistakes, grammatical errors or ambiguity, then the small saving made by proofreading in house becomes insignificant.

Just one slip could completely ruin even the sharpest image.

Future Perfect provides a specialist text-vetting and proofreading service, specifically for marketing communications teams.

Operated by English language specialist Matthew Male, Future Perfect's service fits seamlessly into an organisation's design workflow and offers an assurance of excellence in written communications.

Future Perfect assesses text for grammar, spelling, syntax, consistency and meaning – not checking it just for spelling, as undertaken by conventional proofreaders.

This quality-control process is done in a way which fits easily into your workflow, with vetting usually undertaken in Microsoft Word and Adobe Acrobat.

In addition, Future Perfect examines the typographics of the piece, to ensure that proper typographical characters are used in the final design, as well as reducing visually distracting elements, such as rivers, widows and orphans.

The entire service is designed to do exactly what the rest of the production team is doing: helping to polish the text, so that it is as error-free as possible and communicates with the greatest clarity.

Future Perfect's service is fast and responsive, aiming to be as flexible as possible.

Future Perfect vets many types of written communication:

- annual reports
- booklets
- brochures and e-brochures
- CVs
- direct mail
- leaflets
- letters
- mailers and e-mailers
- menus
- packaging
- point-of-sale material
- presentations
- scripts
- speeches
- training material
- Web sites



Future Perfect. Clearer communications. Better consistency. Fewer slip-ups.



Future Perfect

Improving written communications

Future Perfect's expertise has benefited the following organisations:

Alliance & Leicester
Allied Dunbar
Artisan Software Tools
AT&T-Unisource Communications Services
Bradford & Bingley
Burmah Castrol
Certification International
Comino
Compaq
Computacenter
Ernst & Young
Hampshire County Council
Harlequin Training Solutions
J D Wetherspoon
Labrow Marketing
Lindon Parriss
Little Chef
Marketing Direction
MessageLabs
Mothercare
O2 Creative
Pret A Manger
PSL
Research Machines (RM)
Rise Marketing
Runnymede
Sage
Solus Strategic Consulting
Star Internet
Swindon Borough Council
Thesaurus Computer Services
Waterman's
WHSmith
Xerox
Xpertise

"Hampshire County Council Countryside Service has worked with Future Perfect for twelve years or so and values the expertise which the company provides, but also its commitment to tight timing."

Marilyn Meeks, Rights of Way Officer
Hampshire County Council

"I have worked with Future Perfect for over ten years; the majority of our work receives the benefit of the company's expert input. Using Future Perfect leaves us to focus on our own core skills and ensures that the work which we produce is as error-free as possible and communicates in the most effective way. Undoubtedly, part of our success has been as a result of Future Perfect's input."

Peter Labrow, Director
Labrow Marketing

"Future Perfect plays a vital role in providing copy-checking services for Lindon Parriss. These services ensure consistency across all of our work, grammatical correctness and, of course, no typographical errors. We simply would not consider printing anything before Future Perfect has cast its analytical eye over our work."

Alison Parriss, Director
Lindon Parriss

"Our strategy is to provide simple, clear, concise messages to the customer which avoid misinterpretation or confusion. Future Perfect helps us to do this, with an efficient service which takes the stress and pain out of preparing our printed communications. I am very happy with our working relationship to date. Reducing customer complaints is always a plus for WHSmith. There are notable benefits to the relationship – we have not had any customer complaints about grammar for some time now."

Nikki Williams, Promotions Manager
WHSmith

