

# CAPABILITY STATEMENT

## THE PROFESSIONAL WRITER – EXPERIENCE | EXPERTISE | ENTHUSIASM

As an accomplished professional writer, Lyndall Guinery-Smith has been helping Australian small business owners and tradesmen to stand out, attract more clients and secure new business opportunities since 1998.

Her mission is to help you grow your business and improve your bottom line by delivering outstanding marketing content and communication, both on time and within budget. As an experienced, results-driven professional, Lyndall can help you shape your story to engage, empower and persuade your target audience.

**Delivering smart small business marketing solutions for Aussie enterprises.**

### SERVICES

- Capability Statements
- Website Content – Home, About, Services pages
- Blog Post Packages
- Business Award Nominations
- Team bios/profiles
- Real Estate Scripts
- Email Nurture Sequences
- Newsletter Content
- Standard Letter Templates

### CLIENT TYPES

Builders, Cabinetmakers, Plumbers, Electricians, Tilers, Flooring Installers, Pool Builders, Concretors, Waterproofing Installers, Landscapers, Solar Installers, Engineering, Excavation & Earthmoving Contractors, Security Contractors, Transport Companies, Telecommunications Consultants, Real Estate Agents & all small businesses

### EDUCATION/HISTORY

- Graduate Diploma in Business – Uni Southern Queensland
- Cert IV in Small Business Management - TAFE
- Cert IV in Workplace Training & Assessment - TAFE
- Tutor for Australian College of Business & Marketing
- Mentor for Women in Business Mentoring Program
- Previous work history as a marketing manager, office manager, workplace trainer and business owner
- Published author of the non-fiction book: My Grandmother Had One of Those – A guide to identifying, collecting and protecting Australian furniture 1900-1940, published by Harper Collins
- Current member of BNI – Business Networking International

### DIFFERENTIATORS

- Customer focused
- Experienced small business owner
- Over 20 years writing experience
- Wide-ranging expertise in marketing
- Comprehensive experience in the multiple industries
- Quality marketing content written with your specific target market in mind
- Friendly, open and respectful communication style
- Strong work ethic
- Professional approach
- Tertiary qualified with ongoing professional development regularly undertaken to update skills
- SEO expertise
- Never misses a deadline
- 93.75% success rate for business award nominees becoming finalist or winner