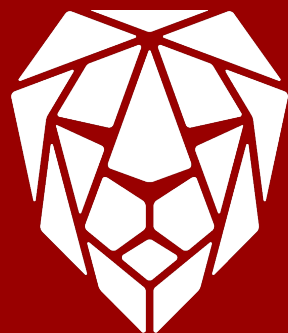


# THE CLIENT BOOK:

What clients say about  
working with Lion Words



**LION WORDS**

Making your words work harder

# Hey!

## Diane here



As much as I love to shout about the results Lion Words get for clients, sometimes it's better to let them do the roaring.

So I put together this client book.

Forget the cheesy-almost-fake-sounding testimonials you see everywhere. That's not the Lion Words style.

These are the raw, unfiltered testimonials from my clients. Including their successes as well as their challenges and everything in between.

I hope you enjoy reading. And if I ever have the pleasure of working with you, I look forward to making your words work harder.



**Diane Wiredu**

Messaging Strategist,  
& Founder of Lion Words

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 Cec Richards

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 Role

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 Company

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CEO

Slenky 

**Slenky sits in a very active and incredibly noisy space.**

Ahead of a launch of the new platform and app, we needed help to differentiate and clearly communicate our many USPs.

Lion Words helped by investing the time to fully understand the brand story and the business.

**They helped shape how we can clearly communicate Slenky in this noisy space without the need to shout.**

Diane was a personal recommendation, and within a short time it was so clear it was a good 'un!

I'm delighted. I can't say more.

The outcome of the project with Lion Words is being implemented across the business.

**I was so happy to work with Lion Words, and I would do so again, and again...**

I love the genuine energy Diane injects into her work.

She came to every meeting totally prepared, and the work she did pre and post meeting was incredible.

I truly appreciated her clarity of thought when processing our strategy that had been developed over a number of years as well as her clear support for the mission, ethos, and people involved.

And she did all of this with a brilliant smile on her face!



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 Barney Cox

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 Role

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 Company

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Marketing Lead

Bright (Dash) 

**Our biggest challenge was clarity.**

We knew that we couldn’t be all things to everyone, mentioning all features at once... but we didn’t know how to distill that into several key messages.

It was a relief to hand this challenge over to a pro!

**It felt like a consultative process (the good kind).**

Diane asked really clever, searching questions that made us reflect too.

It gave us even more confidence that she knew her stuff.

Now the messaging is laid out really logically, and I’ll be able to send it to copywriters and get going straight away.

Lion Words helped us distill complex product problems and use cases into a set of clear, well-articulated key messages.

It’s just what we needed in order to get our new site set up! :)





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 Kris Trinity

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 Role

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 Company

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CEO & Founder

AMI Marketing Institute 



**Our campaigns began to bomb and we weren't getting the conversions we saw in 2019.**

We hired Lion Words to come up with new angles and offers and to optimize our funnel to help increase the number of booked client calls for our sales team.

Diane really took the time to understand our objectives and desired outcomes, our brand and the industry we were targeting. Next she interviewed my team and I to dig deeper into our audience's needs, wants, goals and desires. She created amazing copy which spoke to our audience's pain points.

**This helped increase the number of leads generated for our sales team by 70%! She completely exceeded my expectations.**

I would absolutely recommend Lion Words to other business owners who want an accomplished copywriter. Diane "gets it" and produces high-quality projects

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 Juliana Jackson

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 Role

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 Company

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Customer Marketing &  
Community Manager

CXL **CXL**

**We needed to write the sales page copy for our new Minidegree product launch.**

There were a few options for copywriters, but I wanted to work with Lion Words because I know of Diane's skills.

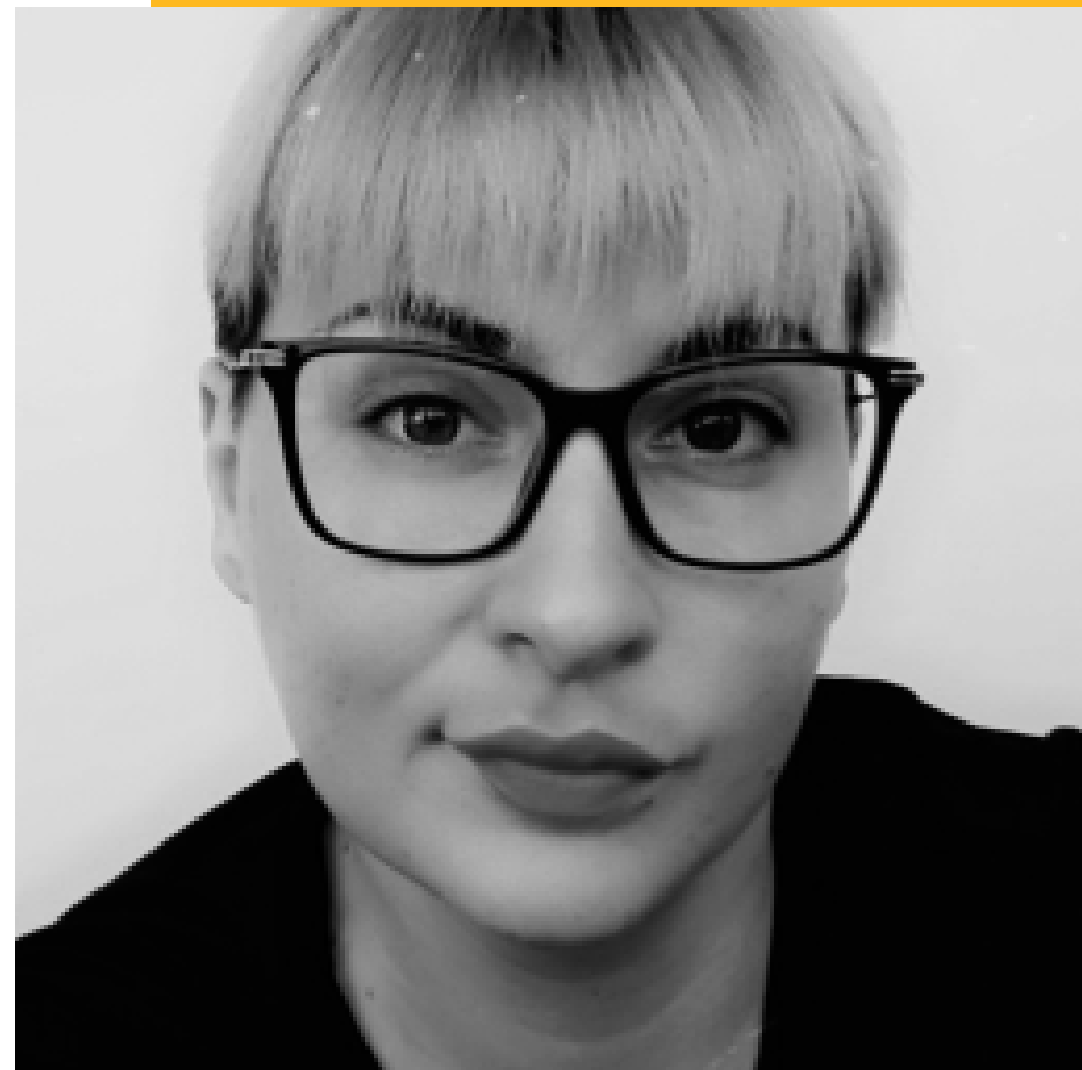
Diane is absolutely fantastic.

She has a very solid process that can help you actually figure out and realize what you want.

She's super responsive and the quality of her work is top notch.

(Plus as a human connection, she is lovely and fun to work with.)

**In the end, it was a great final product that I was proud of.**






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 **Matias Alvarez**

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 <b>Role</b>	 <b>Company</b>
Co-Founder	NaNLABS 

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**Our website wasn't clear enough for prospects. It was hard for them to understand what we do, our differentiation, and the value we provide.**

Diane spent time to really understand our company and to research the existing material we had.

When we got the first versions of the messaging, I felt she had completely understood our company culture, work ethic, and differentiation.

**The new copy does a good job on making things clearer, explaining our service offerings and how we're different from other companies.**

I love the personality of the copy, and we've received great feedback from collaborators and partners.

Diane is an incredible copywriter and strategist that takes the time to understand your business and who challenges you to help you reach your goals.



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 Grace Baldwin

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 Role

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 Company

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Copywriter

Rhubarb Copy 

**Good copywriters act more like business consultants than just a wordsmith.**

...and Diane definitely acts like a consultant.

**Oftentimes companies adopt a “we’ll put something up now and come back to it later” kind of mentality.”**

But Diane was a breath of fresh air in the world of SaaS. She digs deep into your customers and does what it takes to get the job done. It was refreshing to go through the process and see how masterful marketing can really uplevel a business.

**Diane is a master. She is methodical. She cares about your business.**

Not only did she come up with a thorough, intensive messaging recommendations report, but she also taught me along the way.

**If someone asked me whether I’d recommend Diane, I’d say, “Duh.”**

I’m already looking for the next project to work with her on.



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 Paul Champaneria

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 Role

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 Company

CEO

COA Network 

**We needed to quickly rewrite the copy for our SaaS homepage.**

Lion Words did an amazing job for us in just one VIP day.

We are super happy with the end result.

**I worked with a lot of copywriters over 20+ years, and I can say that Diane is one of the best I've worked with.**

She understands positioning, brand voice, and copywriting.

And she's fast!

If you're looking for someone that can deliver, I would recommend Diane.








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 Andrew Yedlin

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 Role	 Company
Conversion Copywriter	Andrew Yedlin 

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**Even though I know dozens of copywriters, it's really hard to find the exact right person to hire.**

The hard part is finding someone I trusted who knew the VOC (voice of customer) process.

We had too many projects going on at once, including a project that had a hefty VOC research portion that I knew I wouldn't be able to do in time.

**Lion Words was my first choice for my project because Diane is a pleasure to work with and she delivers a great final product.**

Diane is friendly, proactive, switched on, and skilled. Having her on board meant that I could stay above the weeds and complete the project in time.

Plus, she was super pleasant and had an upbeat vibe.

She was proactive and could anticipate my needs.

The end result looks great!

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 Abbey Oladapo

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 Role


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 Company

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Founder

Three Sixtee 

I wanted messaging that would resonate with our audience and was to the point — addressing how we can help with the pains they have in their business.

**The copy was fantastic, and it worked well with the website.**

What's more, Diane was a pleasure to work with. She always put her ideas out there, and her approach and communication were excellent. I felt at ease throughout the whole process.

**If you want someone who is thorough, professional, and experienced, Diane is the person for the job!**



 Justin Gardner

 Role

 Company

Co-Founder

New Work Media



**We got a lot more than expected working with Lion Words.**

Going through the consultation and discovery process helped us understand more about who we are as a company.

We could just babble, and they extracted what she needed to deliver crisp, attention-grabbing copy!