

# Hi!

I'm Tim Norris, Copywriter and Founder of CopyComms.

With 10+ years turning ideas into copy that sells, let me:

- work with your C-suite on their street-speak
- help you sound human (don't let AI confuse them)
- write scroll-resistant copy that makes them stoppy.

Sound good? Let's walk the walk.



(your new copywriter)

Here's how I can help 

# Quick guide

03	<a href="#">Meet Tim</a>
04	<a href="#">Mini CV/how I can help</a>
05	<a href="#">My work</a>
14	<a href="#">Client feedback</a>
15	<a href="#">Get in touch</a>

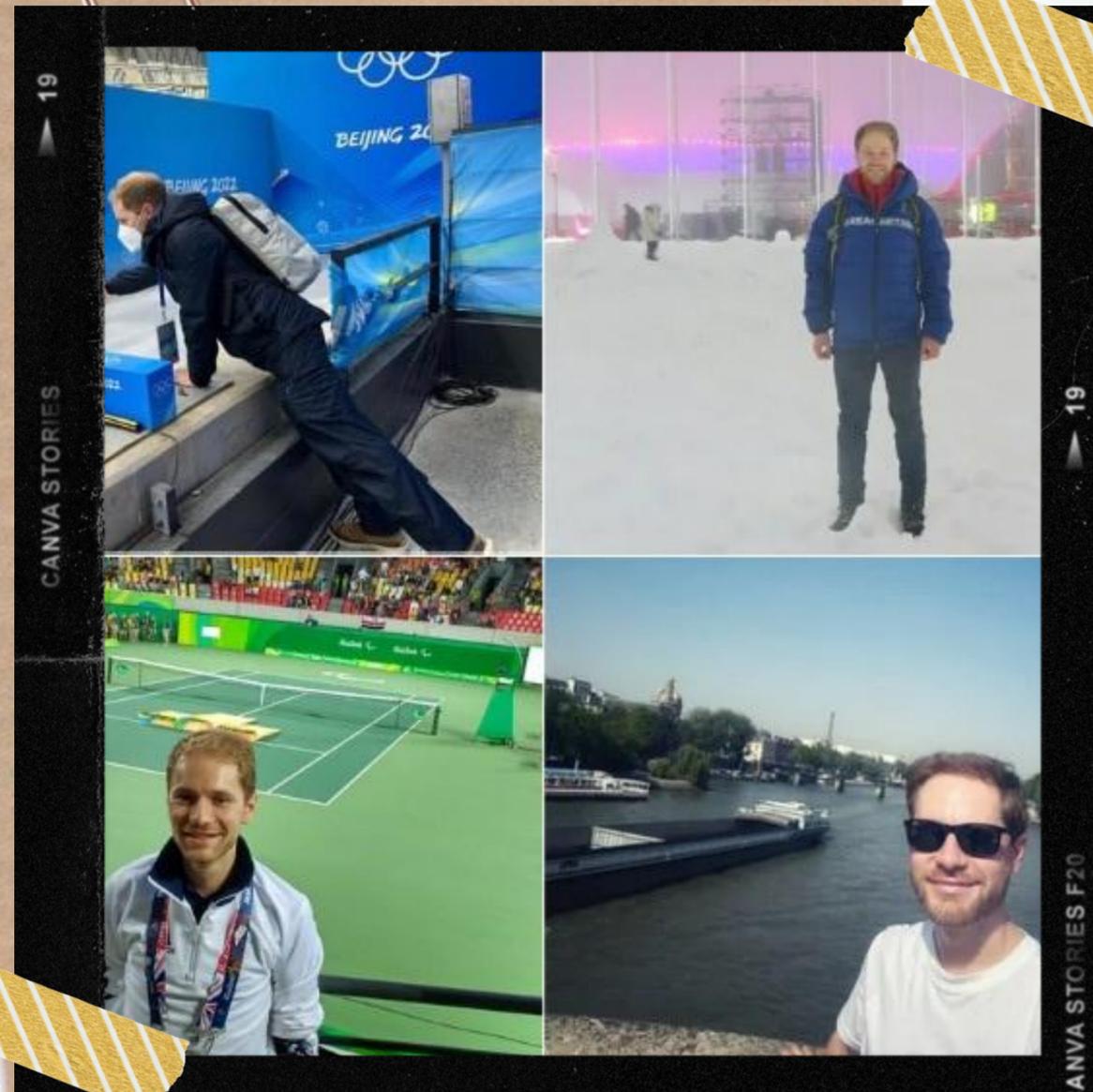


# Meet Tim

A bit more about the man behind the keyboard...

- Addicted to parkrun - much to my wife's dismay.
- Spent five years on assignment in Munich.
- Worked on/at the last six Olympic/Paralympic Games
- Dad to Isaac (human) and Bagel (cat).

And if you need any proof of my commitment and dedication, I'm a lifelong fan of Chelsea Football Club.



Mini CV 

## ?Experience

### CopyComms (2023-)

Senior Copywriter and Founder

Clients include: Allianz, International Paralympic Committee, iF Design Academy, Imago

### Allianz (2014-2023)

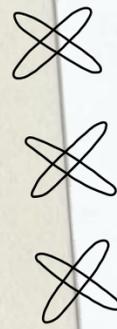
Senior Copywriter - Olympic & Paralympics (2019-2023)

Copywriter & Communicator - HR, Claims, Brand (2014-2018)

## Education

### University of Surrey (2008-2012)

BA English Literature - First Class Honours



# Get me in for...

## Copywriting

- Websites
- Social Media
- Email
- Tone of Voice
- Ads/taglines

## Communications

- Strategy
- Reputation Management
- Change comms

Enough talk, show me what you can do!



# Examples



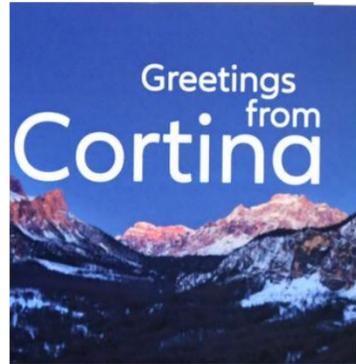
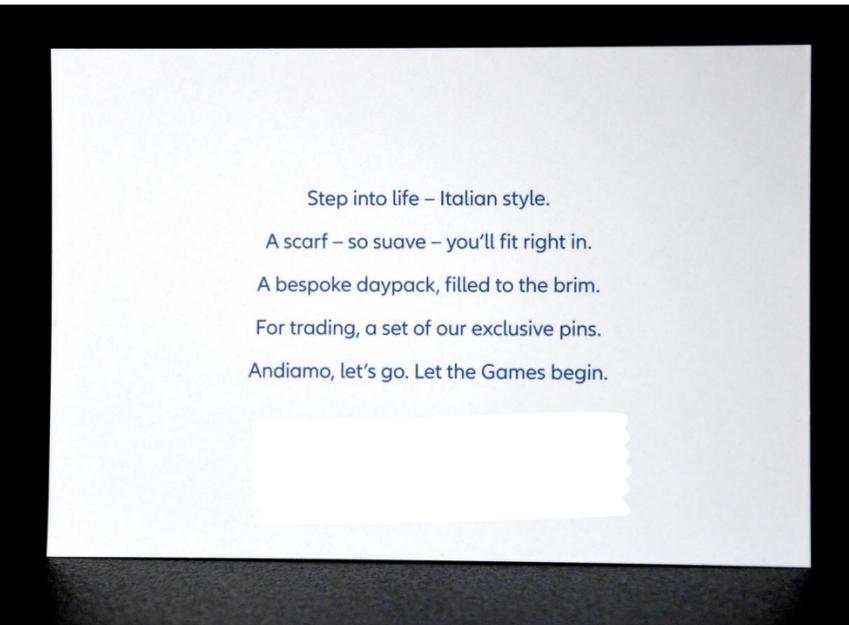
# Hospitality

Make them smile. In a corporate kinda-way.

Two Olympic & Paralympic Games. Thousands of Allianz clients.

→ Let me add personality to your hospitality.

Show me more! 



# CEO letters

Uh-oh. A letter from the boss.

But it's good news. He (his team) have decided to personally welcome you to the Games. Together with two Presidents.

→ I'll work with your C-suite on their street-speak.

Show me more!



# Email - B2C

An email from the insurer. Gulp.

Practical ways to help customers get ready for life. Whatever the future holds.

→ Get me on the books. To get them hooked.

**Show me more!**



## Five ways to improve your home's future-readiness

Hi (name),

When you're prepared, you're ready for anything – and with the increasing impact of wildfires, storms, floods and earthquakes, we wanted to share five simple ways to improve your home's future-readiness.

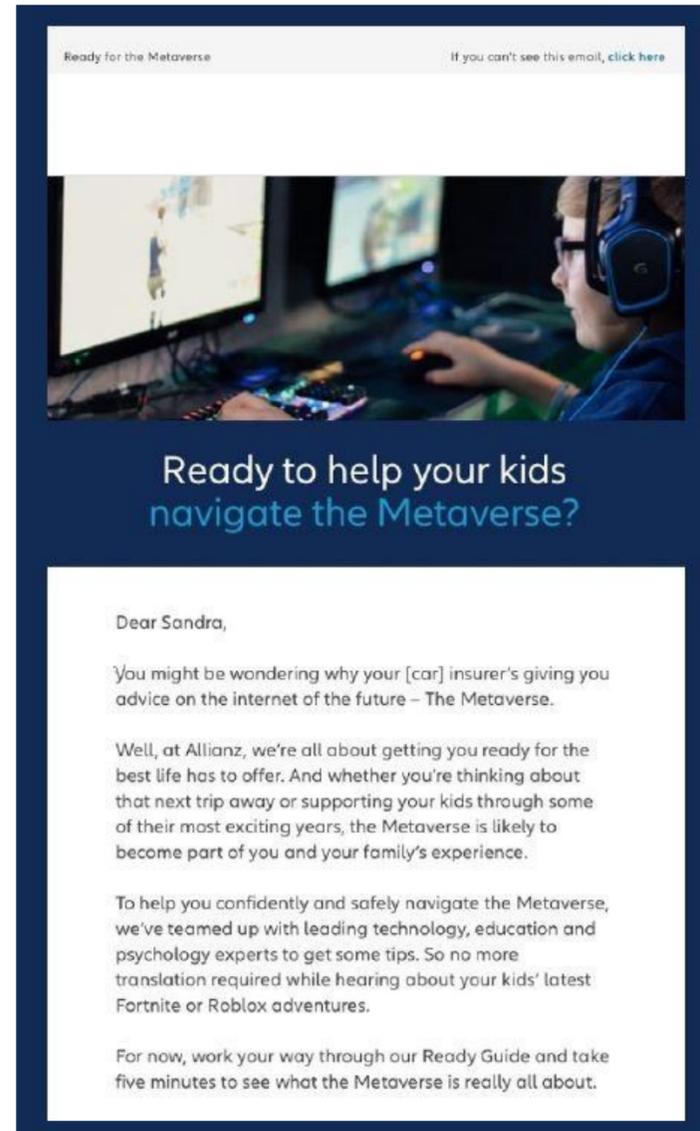
For more tips, head straight to our website – including a personalized risk assessment if you enter your address.

[GET MORE ADVICE](#)

Here are five simple starters to prepare your home.

1 Check and clean roofs, gutters and drains regularly.

2 Add storm shutters to protect your windows.



# #02

# prac tice

Week two

## Investment 101

Base building done, it's time for Investment 101.

You're ready to manage the now. But what about future you? In this session, we cover everything from investing for the first time to managing your risks. And once you get more confident, even how to diversify your investments and invest sustainably.

So wherever you're at, one thing's for sure. The earlier you start in life, the better you'll look later on.

→ Start training

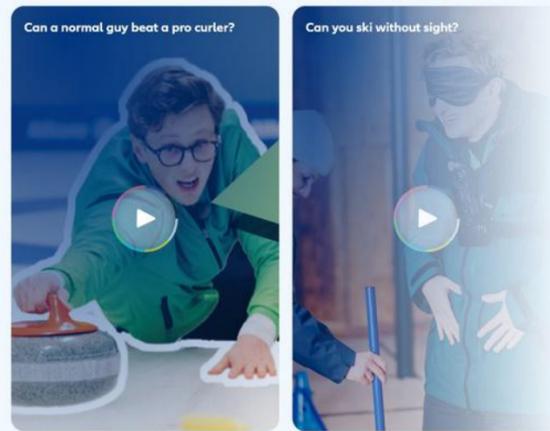
### 6. Stay future-ready and grow through change

The world is ever-changing – and so are the demands on design leaders. Our curriculum helps you stay ahead of the game, reflecting industry developments, as well as technological, economic and societal shifts.

GAMES CHECK

## Step into the Games like never before

From skiing without sight to trying to beat a pro curler at their own game, join influencer Max as he takes on three Olympic and Paralympic sports. Discover what's true, what's false and what's just plain funny – and see how ready you are for the Olympic and Paralympic Winter Games.



- [Financial Literacy for Athletes - Allianz](#)
- [Academy launch - iF Design](#)
- [Step into Life - Allianz](#)

# Websites

Project Alpha has no place on the website, Janet.

Give them just what they need. Not a full company history in jargon-ese.

→ Start from scratch or a complete rehash. Taking your site from rank to ranked.

Show me more!



Please quote Claim Number: <CLAIMREF> MOTOR CLAIMS

<DATE>

RE: Claim Number: <CLAIMREF>  
 Vehicle: <>  
 Incident Date: <>  
 Policyholder: <>

Dear Sir/Madam,

Please find enclosed a copy of the completed Statement of Fact for your information, following the report of this claim to our claims START department. There is no need to return the statement or contact the claims handling centre unless you wish to make any alterations or there is additional information, which you feel may affect the claim.

Our records indicate that you are covered under a <COVER> policy, with a <EXCESS> excess.

We have instructed the following approved repairer <APPROVEDREPAIRERNAME>. Should you have any queries you can contact them on the telephone number <APPROVEDREPAIRERTEL> regarding repairs to your vehicle. Your vehicle will be collected and returned to you. You will be provided with a courtesy vehicle for the duration of the repairs, or for a period of 4 days if the vehicle is subsequently declared beyond economic repair. Please ensure you have your driving licence available for the repairer. Please ensure you remove any personal belongings from the vehicle before it goes to the repairer. Your vehicle will be cleaned and there is a 5-year warranty on all work undertaken. We may elect to use suitable replacement parts that are not supplied by the original manufacturer.

Please note that the policy excess and VAT (if VAT registered) should be paid directly to the repairer, who will send the balance of the account to us for payment.

The reference number for this claim is <CLAIMREF>, please quote this reference when contacting us regarding this matter.

We will be happy to assist with any enquiries related to your claim. If you receive contact from any party involved in this accident, please immediately refer this to us unanswered at the above address. If there are any Third Parties involved and they indicate that a hire vehicle is needed, please call us on the above telephone number. If we receive notification from a Third Party or Third Party representative, we will under the terms of your policy investigate these claims and handle them subject to liability.

Need to get in touch?

t: 0844 xxx xxxx  
 e: xxxx@

Opening hours: Monday to Friday 8am-9pm, Saturday 9am-5pm

Your claim reference number: <>

Your policy number:

Your car registration:

Date of incident:

We're taking care of it

Dear <>,

Thanks for letting us know about your claim. You can rest easy knowing that we're dealing with it.

We've been in touch with <>, approved repairer who will call you very soon, if they haven't already. They'll give you a courtesy car if that's what you need. You'll need to pay the garage your excess of £<> once they've fixed your car for you.

We've included the information you gave us about your claim (your statement of fact). Please check it over and let us know if we need to change anything.

We'll take it from here. If you need to get in touch we'll be happy to help.

Yours sincerely

# Tone of Voice

Sound like a human. Don't let AI confuse them.

→ Style guides, rewrites and more. Training your team to (eventually) kick me out the door.

	✓	✗	Why?
Italian/local references	<ul style="list-style-type: none"> <li>Watch the athletes deliver virtuoso performances</li> <li>The greatest sporting extravaganza</li> <li>Ciao [first name]</li> </ul>	<ul style="list-style-type: none"> <li>We hope you enjoyed a bit of the old 'dolce vita'</li> <li>It's like the Italian Job out there...</li> </ul>	<ul style="list-style-type: none"> <li>References should be natural</li> </ul>
Step into	<ul style="list-style-type: none"> <li>Step into Milanese life in style</li> <li>Watch the athletes step into the biggest moments of their career</li> </ul>	<ul style="list-style-type: none"> <li>Step into your winter gear before stepping into the lobby to pick up your breakfast and then step into the coach to the venue.</li> </ul>	<ul style="list-style-type: none"> <li>Too literal</li> <li>Avoid overdoing 'step into'</li> </ul>
Sensory/emotive	<ul style="list-style-type: none"> <li>Let the majestic Duomo and comforting aromas of Italy be your guide as you step into Milanese life</li> </ul>	<ul style="list-style-type: none"> <li>Pair a Negroni with our divine selection of freshly cured meats - flavors that dance on the tongue, bold yet balanced...</li> </ul>	<ul style="list-style-type: none"> <li>Avoid overdoing the language – we're still Allianz, after all</li> </ul>
Humor/playful	<ul style="list-style-type: none"> <li>Do not disturb. I'll step into life later.</li> <li>Welcome to Milan. Where even the keycard is tailored.</li> </ul>	<ul style="list-style-type: none"> <li>What do you call an Italian in a ...</li> </ul>	<ul style="list-style-type: none"> <li>Raise a smile rather than crack a joke</li> </ul>

Instead of	Say
assistance	help
because of the fact that	because
endeavour	try
for the purpose of	to
in order to	to
incentivise	encourage
liaise with	talk to, work with
utilise	use

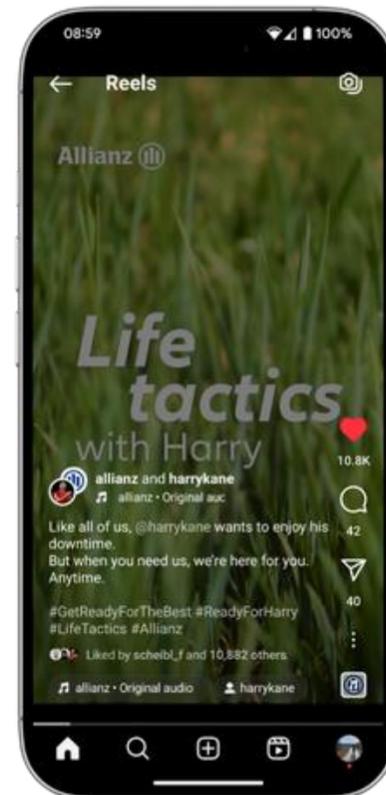
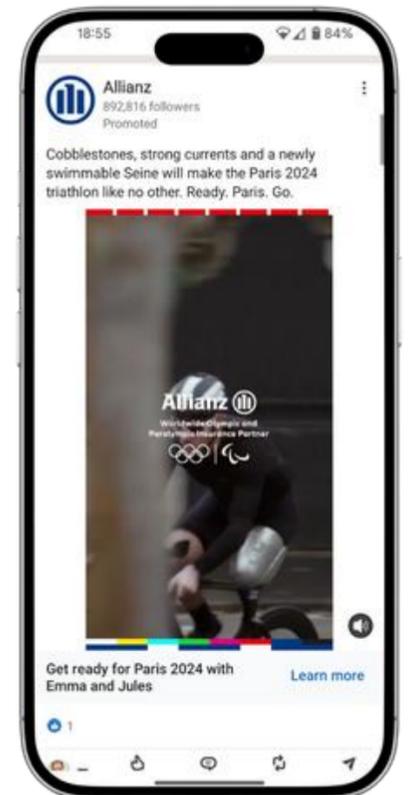
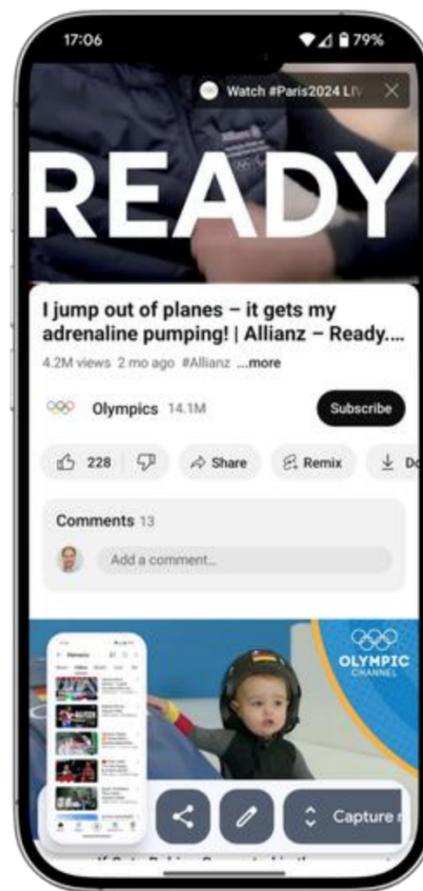
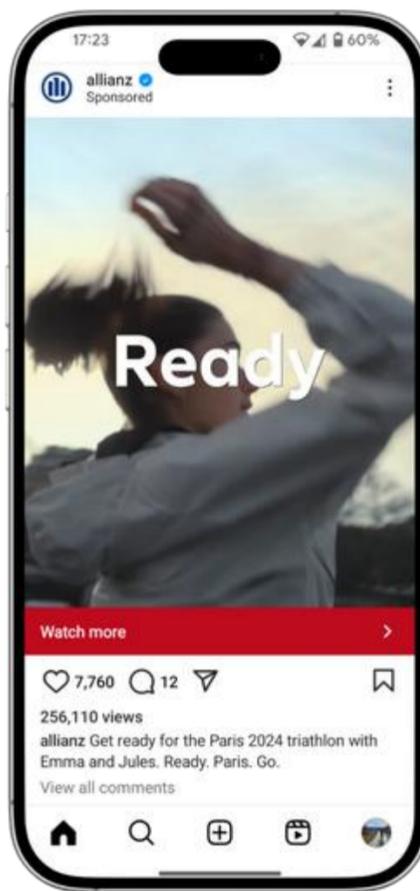
- Before/after claims letter - Allianz
- TOV guide - Milano Cortina 2026
- Snippet from TOV guide - Allianz

**Show me more!** 

# Social media

Standalone posts or entire campaigns. Organic or paid, post without shame.

→ Scroll-resistant copy. That makes them stoppy.





Italian Para rower Greta Muti was in Milan, training for her first Paralympics at Tokyo 2020. But now, she is back home on a small island off the Tuscan coast, supporting a new crew - her family - in the battle against the coronavirus pandemic.

"My mum is a doctor and my sister is studying medicine, like me," the 25-year-old explained. "Since we're feeling a little bit useless here on the island, we started working on a project to do screening."

"Being on an island, we have a very controlled environment. Since we've had a couple of cases here, we wanted to see if the island's been exposed and if we've created antibodies towards the coronavirus. It's not a clinical study. More of an observation to help people to find their way back towards an everyday life."

Muti's mother has played a bigger role apart from inspiring her daughter's medical pursuits.

Born with Erb's Palsy, a partial paralysis, Muti slowly regained strength in her arm with her mother's encouragement - and a bit of cello practice. Para rowing eventually followed.

"In the beginning, I couldn't move my arm at all. Thanks to my mum and a lot of physios, I was able to start moving a bit. I started playing the cello. That helped refine a lot of movement," Muti said. "Then rowing was a big find for me. I had a very atrophic (degenerative) arm, but now a lot of people don't even realise it!"

# Long-form

Devilishly difficult to show online.

Here are some links to help make up your mind.

- [Para rower Greta Muti's medical and musical crew](#)
- [A table for 15,000](#)
- [Financial literacy program for athletes](#)
- [Podcast celebrates 15 years behind the Paralympics](#)

→ Interviews, articles, press releases too. Nothing's too long when you know what to do.



## Podcast "A Winning Mindset" celebrates 15 years behind the Paralympic Movement

Allianz SE | Munich | Dec 03, 2021

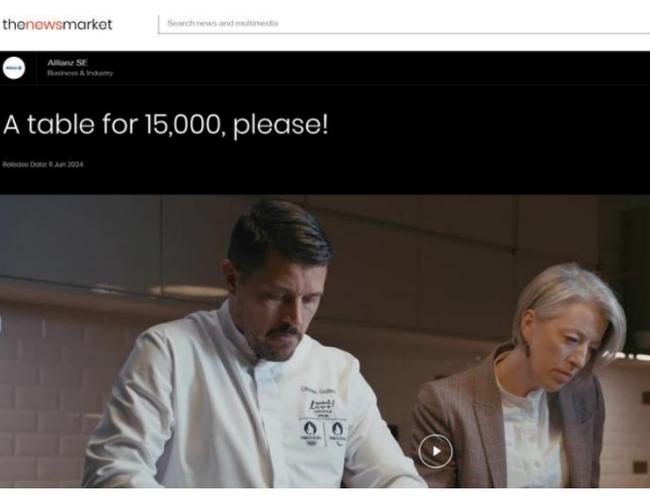
Allianz first got behind the Paralympic Movement in 2006. Fifteen years on, the now Worldwide Paralympic Insurance Partner has today released season 2 of *A Winning Mindset*, its award-winning podcast with the International Paralympic Committee that celebrates the Paralympians and those who sparked their confidence.

Allianz has been behind the Paralympic Movement for 15 years – and to celebrate, the Worldwide Paralympic Insurance Partner has today released season two of *A Winning Mindset*, its podcast with the International Paralympic Committee.

Season two recognizes both the athletes, as well as the coaches, guides, family and friends who have sparked their confidence along the way. Featuring the likes of Swiss wheelchair racer Marcel Hug, who won four golds in Tokyo and Sebastian Magenheim, the German wheelchair basketball star who is now embarking on a career outside of sport with Allianz, the athletes open up on a range of topics, with a focus on mental health.

**Award-winning podcast**

*The first season of A Winning Mindset, which launched in August 2020, secured best podcast honors from the Webby Awards, Sport Industry Awards*



Imagine preparing a menu to serve more than 2 million meals across 206 nations.

That's the task facing Chef Charles Guillo and the Sodexo Live! catering team for Paris 2024 as they get ready for the Olympic and Paralympic Games to roll into town this summer.

"The Olympic Games was a no-brainer," said Estelle Lamotte, Nutrition & Logistics Expert. "I'm extremely excited. We have the responsibility of feeding all of the athletes and officials that will be staying in the Athletes' Village."

It's a task that's been years in the making.

With 80% of the menu sourced in France and 25% within a 250km radius of Paris, the team worked together with local farmers and suppliers to prepare the crops. Planting often started up to two years in advance to make sure the right crops were ready for the Games.

"We are making a menu for 206 nations," continued Lamotte. "That also means different cultures, different habits and making sure there are items that they feel comfortable and familiar with."

# Ads/OOH

Banner or hanger. A pull-up banner.

Words that make you look twice.

→ Give me a brief. I'll impress the Chief.

[Show me more!](#)

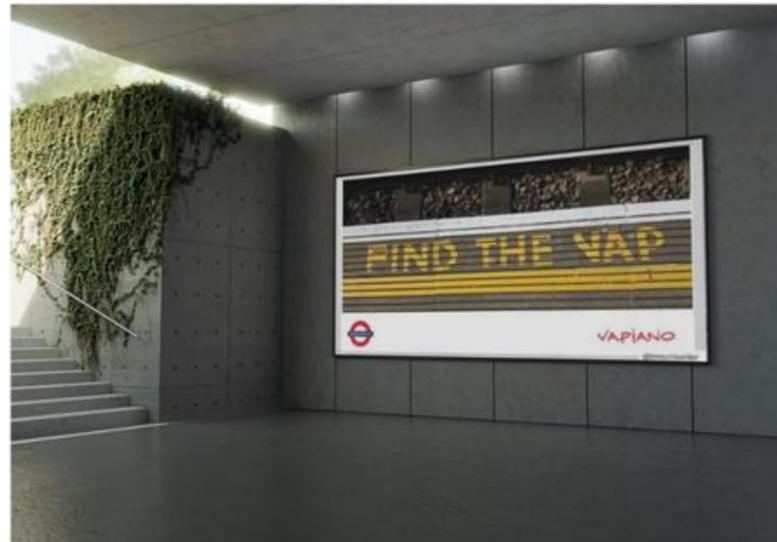


Presented by **Allianz** 

## Travel insurance

Step into Milano Cortina 2026 fully prepared with travel insurance from the Official Insurer.

[Get quote](#) →

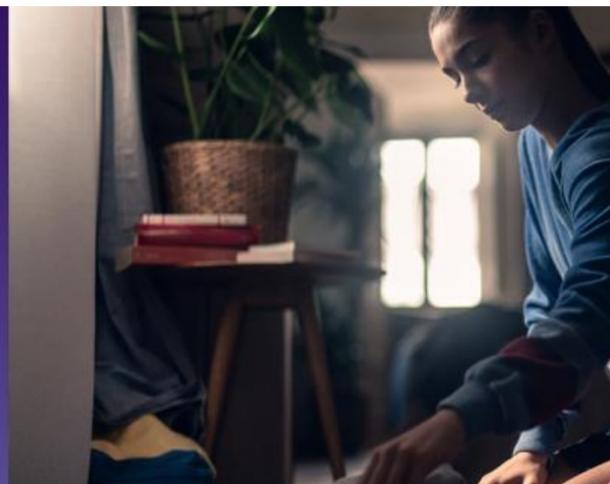


Sponsored by **Allianz** 

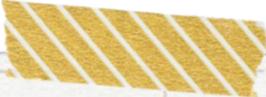
## TRAVELLING TO THE GAMES?

Get ready with Worldwide Olympic Partner, Allianz. You enjoy the action. We'll do the rest.

[Learn more](#) →



# Client feedback



Tim was a fantastic support in developing the copy for our website and marketing materials. He works incredibly fast, is highly professional, and very easy to collaborate with. He quickly understood what we needed and improved our copy significantly through smart, subtle edits.

His clear, approachable writing style was a perfect fit for our brand.

We'd be happy to work with him again anytime!

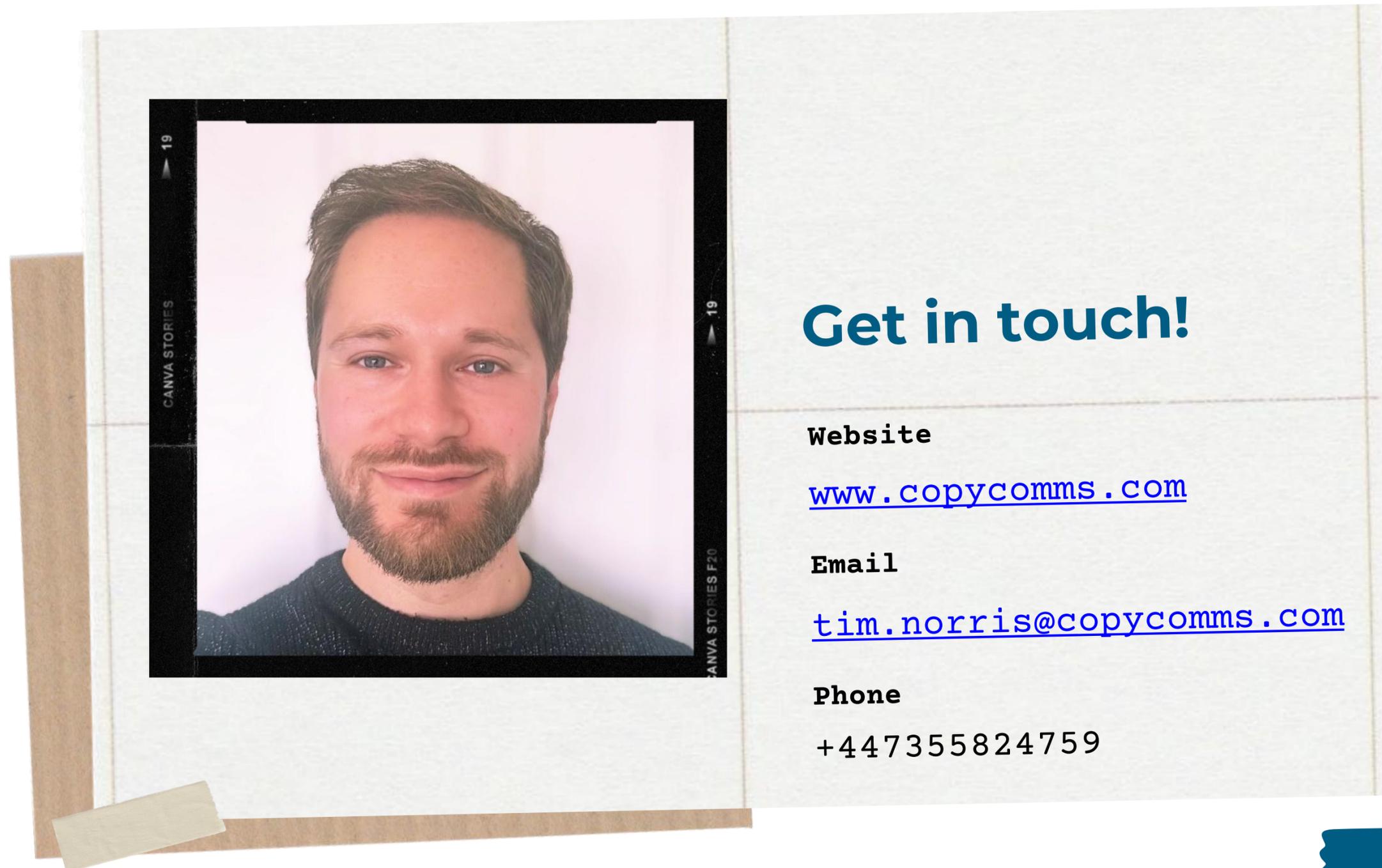
**Vanessa Monogioudis**  
**iF Design Academy**



Tim played a key role in developing and implementing the communications strategy for Allianz's Worldwide Olympic and Paralympic Program from 2019-2023, including managing communications during Tokyo 2020 and Beijing 2022. His expertise was also valuable for Paris 2024, where he contributed as a freelancer.

Tim was effective in building relationships across the business and with external stakeholders, consistently working to meet our communications objectives. His calm demeanour was helpful in managing reputational challenges, providing guidance to senior leaders in their communications with the media and employees.

**Eike Buerger**  
**Allianz**



[Back to start](#)

