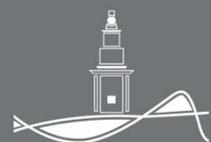


Limeslade:  
Personal Branding &  
Individual Support



**Limeslade**



# Developing Your Personal Brand

## Why is it important?

If you work in professional services, you'll be well aware of the adage 'people buy from people'. It often doesn't matter what you do or how you do it. It matters who you are and who you know. Reputation and relationships can go a long way in business.

So, developing your own brand should be at the centre of your business development strategy. Whether a sole trader, small business owner or part of a large organisation, you'll want to find a way to stand out from the crowd.

In order to build a brand around your expertise, you'll need a strategy in place. One which identifies your potential clients' needs, and positions you as the very best person to service them.

Read on to understand how Limeslade can support you to develop your position as a leader in your field.

## About Limeslade

Limeslade market, develop & grow businesses in the construction, real estate and legal / professional services sectors. We help business communicate better with their clients and win more work.

As well as many years with Hill International, we've worked with clients such as Bailey Brothers, Glimpse of the Future Events, Decipher Consulting, Gatehouse Chambers, Hill Dickinson and The London Legal Support Trust.

What sets us apart is our extensive experience and industry knowledge. We make use of this to find the best solution to market and promote your growing business. Our goal is to ensure you reach the right clients in the right way and ensure sustainable growth.

# How we can help you

## Website Design

There are now over a billion websites in the world. Most potential clients or recruits will expect even the smallest of businesses to have a functional and professional website.

While you may or may not sell directly through your website, potential clients will almost always check your website and make an initial judgment against it. It is important that the design and content therefore gives the right impression.

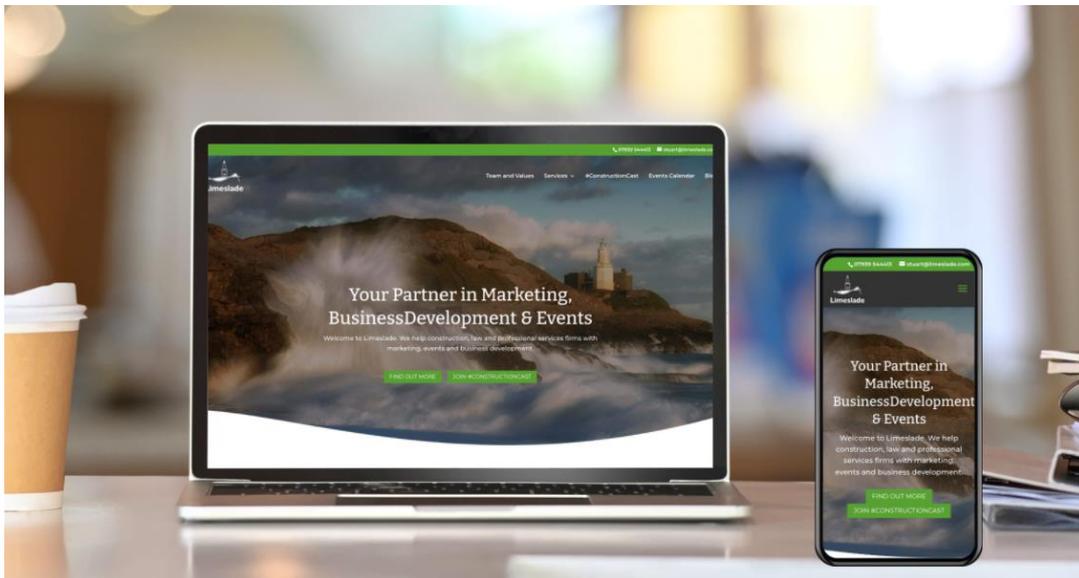
With so much competition out there, it is vital that search engine optimisation is carefully considered to make sure your site is seen and easily discoverable.

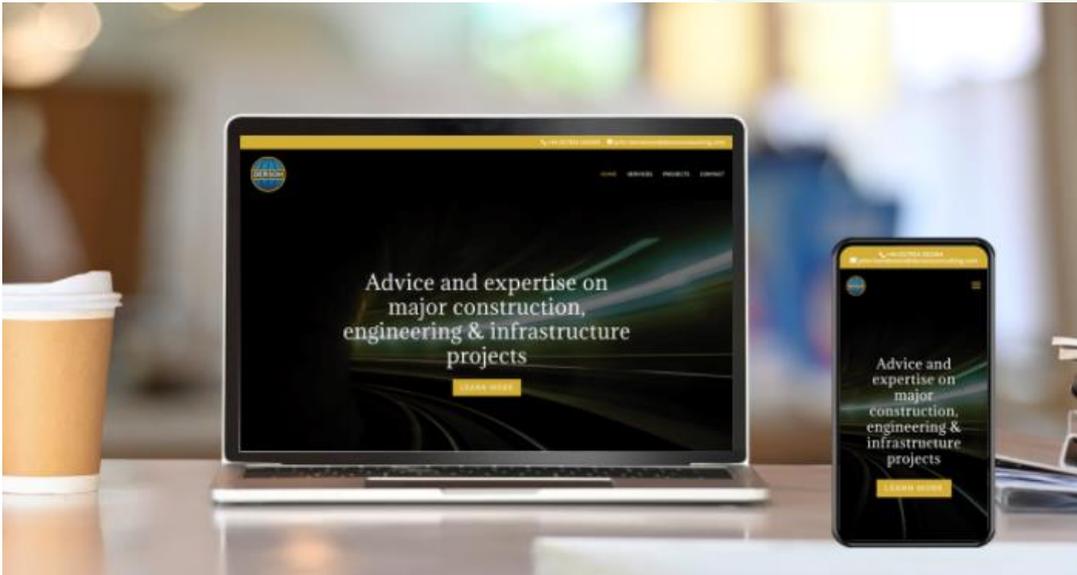
## Full (Re)Design

Are you starting a new business and need a website built from scratch? Maybe you have an existing site, but want to overhaul the design and content and bring it up to date?

Let us help you identify what information you need to include and how best to structure it. Our designers can develop beautiful, functional sites which showcase your business to its full potential.

## Examples of websites we have designed:





### Maintaining and Updating

Websites need regular updating and maintenance. The level of support you might need will depend on your level of experience and the amount of time you have available. We can guide you through updates or you can hand over the day to day running of the site entirely. It's entirely up to you.

We will always ensure you have full access to the content and hosting of your site, so there will be no difficulties if you decide to change the person supporting you, or you take the management of the site in-house. We are committed to ensuring you spend no more than is absolutely necessary on your online presence.

### Social Media

The plethora of cheap online media available means that more and more people are running their own campaigns. But a strategic approach can ensure much better results.

Allow us to help you understand and implement the strategies that will get you noticed for the right reasons. Let us help you get social and online media right every time.

### Thought Leadership

Knowledge sharing and 'thought leadership' are key to developing your brand. We can help you research, draft and use our media connections to bring articles to publication.

We aim to bridge the gap between what you want to write, what journalists want to publish and clients want to read. Often these are very different things, let us help you draft something agreeable to both writer, reader and editor.

Articles can be written from scratch using your brief and our knowledge / research materials. Alternatively, existing articles you've written can be adapted for publication.

We are also able to help you find speaking opportunities, if that interests you. We aim to tailor a programme of activities to suit your strengths.

# Costs

The following gives you an idea of what a website redesign may look like, depending on the type of site you need. Typically our costs can be broken down into three elements: design (usually charged by page), page population and copy (usually charged by the hour).

On a simple individual website design, we would expect to need 3 core pages: Home / Intro, Services and Contact. From there you can build up a website which would cover most small businesses. As your requirements expand, you may need to add design of additional pages to the costs.

<b>Item</b>	<b>Time Estimate</b>	<b>Est Cost</b>
Core Website Design	Typically charged per page design Eg core website with 3 different page designs:	£300 £900
Additional pages	Around 1-1.5hr per page	c.£80
Website Review / copy	2 days (Based on a 3 page basic site)	c.£750
Website Maintenance and Updates	1-2 hours per month	c.£120
SEO Updates	1-2 hours per month	c.£120
Article drafting	Dependent on content and purpose, but typically 0.5-1 day	c.£250-£350
Social Media Curation	2-3 hours per month per account	C.£300

The above are suggestions and can be added to or removed as required. We try to use the most cost-effective team member for each item.

We are very happy to consider various commercial arrangements such as retainer agreements, etc. Directors work at £80/hr and Associates at £50/hr.

# Biographies



## Stuart Wilks - Director

After finishing University in Colchester, Stuart helped grow a construction consultancy founded by an internationally respected expert. Stuart helped the business grow to become one of the world's most highly regarded in its field. After the sale of the business to Hill International, he continued to develop business around the world. Stuart undertook a diploma in IT, followed by a law degree (LLB) at Birkbeck College, London. More recently, he completed an MBA focusing on construction and real estate management. Stuart is heavily involved in a range of industry organisations such as the CIOB, Constructing Excellence and Club Peloton.



## Annie Clift – Director

Following several years with Hill International, Annie joined the team in 2018. Annie's a friendly marketing and event management professional with a common-sense approach to marketing and business development. Her innovative ideas and dedication ensure Limeslade can provide the service you expect. Annie's also a great writer. Annie can advise on designing and writing websites and digital content to maximise responses. Perhaps most importantly, Annie cares passionately about her work and her clients.