

A man in a light blue button-down shirt is sitting at a desk, looking at a laptop. He is holding a pen in his right hand. The background is blurred, showing a computer monitor and some office equipment.

[www.nexuspublishing.co.uk](http://www.nexuspublishing.co.uk)

# Nexus Publishing

Clear | Concise | Communication



# Expertise You Can Trust

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# Welcome to Nexus Publishing

## Dave Howell

**D**ave Howell is **Nexus Publishing**. I am a freelance journalist, writer and micro publisher with over 20 years of experience. Working from my base here in Shropshire, I have developed Nexus Publishing into a leading writing service.

I specialise in technology and business subjects with my work appearing in the national press, many trade and specialist publications and online.

Also, I am the author of several business and technology books published in association with business and technology imprints.

In addition, I have published several magazines in print and online.

My clients regularly order my services, as they can rely on me to pitch timely ideas for features or other content, and hit every deadline. I am also able to deliver additional assets to ensure their job as editor is as efficient as possible.

If you need quality writing for your business, are an editor looking for new ideas for features, or are thinking of publishing your own book or magazine, I can help with practical advice and services.



*"Tell a story, Make it true. Make it compelling. And make it relevant."*

-Moz CEO, Rand Fiskin.

Businesses today understand that content is king. The use of inbound marketing techniques has rapidly expanded.

Your business needs high quality content. I can produce a range of materials that will engage with your audience and drive customers to your business.



# Your Content

Nexus Publishing can help if you have a need for any of the following materials:

- Books
- Features
- Reviews
- Reports
- Research
- Brochures
- Business Plans
- Whitepapers
- Copywriting
- Marketing Materials
- Website Content

# Services

## from Nexus Publishing

### JOURNALISM

If you are an editor looking for a professional writer to pitch new ideas or write features, contact me today.



### WRITING

Communications is great writing. I can understand your business and write compelling content to attract new customers to your business.



### PUBLISHING

If you are thinking of publishing books or magazines, in print or digitally, I can help with practical help and advice.

### EDITING

Many of my clients contact me to make the copy they have shine. I can understand your readership and ensure your words speak directly to them.



# Specialist Magazine Content

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One of the specialities of my business is the creation of magazine content.

I have written for all of the leading technology and business magazines on a wide range of subjects.

Editors constantly contact me for new ideas when they are looking for major features, news items, thought pieces, columns, reviews or simply to discuss new content they want created for their online and offline publishing.

If you are looking for new ideas for content I am adept at understanding a publication's readership and crafting outlines for new engaging content. Call to see how we could work together.

# Focus Point



Creating online content is one of the key services I provide. Many clients have asked me to create short articles for their websites, blogs and social media sites that support their search marketing activities.

I am expert in creating professional and engaging content that is SEO enabled. I can work with your business to create the perfect array of content to support your marketing activities.

The content that your business produces needs to have strong calls to action. My copy will engage and attract new customers to your business.

Call me today and discover how your content can become world class.



# Business Services

**M**any of the customers that contact my business are looking for a highly qualified writer to create specific pieces of work. This can be reports, group tests, whitepapers, features, or news.

I am expert in researching a subject and then turning that material into well-written pieces of content. This enables my clients to connect with their customers, and helps them maintain sustainable and profitable businesses.



## Personalised Services

Every piece of work for your company will be handcrafted by me.



## Detailed Knowledge

Technology and business subjects are my business's speciality.



## New Ideas

Why not refresh your content with new ideas for your business?



Get in Touch!

01952 615785

07990 925 823





## Digital publishing for books and magazines

The publishing industry has changed out of all recognition since the inception of the smartphone and tablet. Publishing magazines and books is now accessible by anyone.

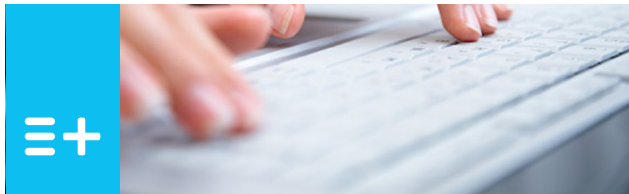
As well as a writing service, Nexus Publishing is also a micro-publisher.

If your business needs a short-run customer magazine producing, or your company would like to explore electronic publishing for tablet PCs and smartphones, I can help with complete and comprehensive writing and publishing services.



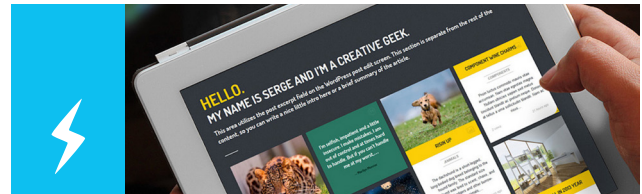
# Digital Publishing

Being able to publish any content that can be instantly delivered to an audience is now possible thanks to the advanced digital devices that are available. Publishing eMagazines and eBooks is now within the reach of even the smallest business.



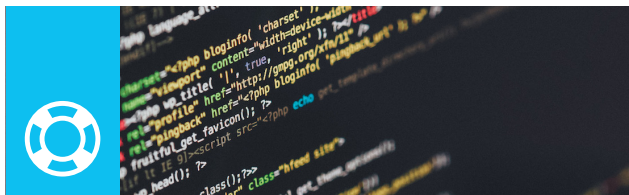
## Publishing and eBooks

Publish your eBooks fast and cost effectively.



## Contract eMagazines

Create digital magazines for your business.



## Business Communications

Learn how to publish using your blog.

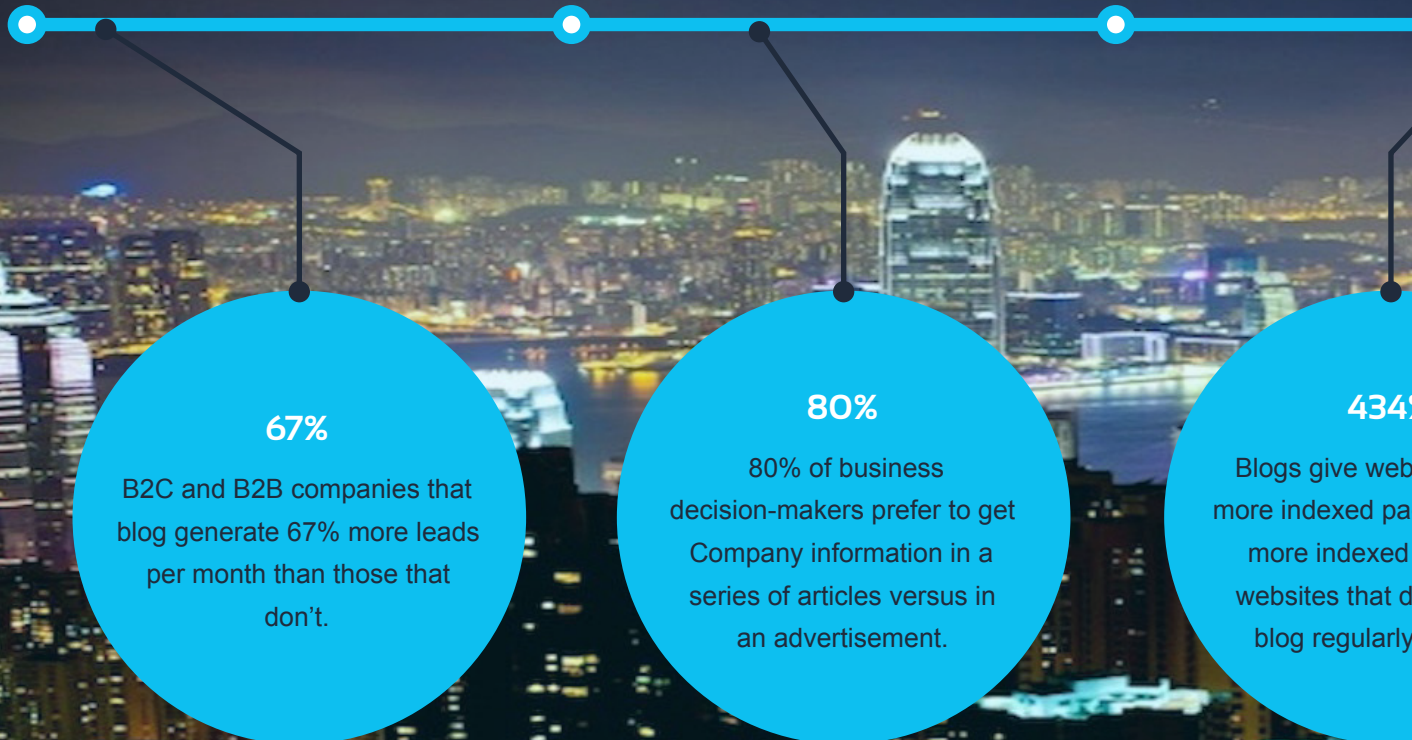


## iPad Publishing

I can show you how your business can publish to the iPad and smartphones.

# Your Business

Your business has great products or services. Communicating their benefits to customers can be achieved with well-crafted written content. From blog posts to in-depth reports, Nexus Publishing can produce this content with services personalised to your business needs.



# Focus Point



## Transform Your Business

Call me today to discuss how I can help you evolve your business's communications.



34%

Websites 434%  
d pages and 97%  
xed links than  
at don't have a  
arly updated.

50%

Customers spend 50% of  
their time online engaging with  
custom content rather than  
advertising or promotional  
brand content.

54%

Inbound marketing tactics  
such as reports, blog posts or  
articles generate 54% more  
leads than traditional paid  
marketing.

# What My Clients Say

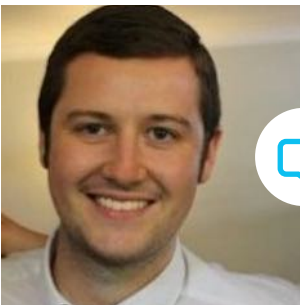


**Molly Bennett**  
**Managing Editor, Gemalto Review**

David is brimming with ideas and always files on time. I would be happy to recommend him to anyone looking for a reliable writer.

**Steve Jenkins**  
**Editor, Web Designer Magazine**

David is a regular contributor. He always provides incisive editorial and, most importantly always hits his deadlines.



**Daniel Rogers, Head of Digital Publishing, Smithers Pira**

Dave researches his subject matter thoroughly and delivers extensive coverage of a topic.



***Paul Kortman***  
***Lead Strategist, Connex Social***

David was exceptional to work with. He quickly understood what we needed and was able to research and generate incredible content that passed muster for the highly technical aspects and also for the engaging voice. David was able to understand our product and services while writing both long form (blog posts) and short form (Facebook/Twitter posts) content. David was very punctual and required very little oversight.

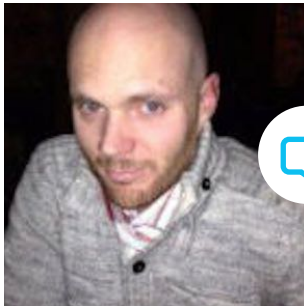


**Jeff James**  
***Editor, Sports Insight & Making***  
***Money Magazines***

For the past 10 years Dave has written about numerous social media subjects for Making Money and Sports Insight magazines, both of which are aimed at the start-up/ small to medium-sized enterprise market. During that time he has demonstrated not only an in-depth knowledge of this fast moving sector, but also an ability to meet tight deadlines. He manages to make a sometimes complex subject easy to understand and his features are a valuable part of both magazines' editorial packages.



# What My Clients Say



***Greg Huntoon, Director, Creative Services, Defy Media***

It's been a pleasure to work back and forth with David on countless articles and pitches as his writing is so thoroughly detailed and polished.

***Ian Robson, Former Editor, PC Plus***

Nexus Publishing consistently provided PC Plus with a wealth of targeted, timely pitches, which allowed me to select appropriate content for my own editorial strategy.



***John Hunter, Editor, Tackle & Guns***

Tackle & Guns has been using David's services as a business expert for several years and his insightful and topical features are among the must-read sections of our publication.



# Who is Nexus Publishing?

**M**y work has appeared in the national press and many of the leading technology and business magazines. Most of my work is for trade magazines in a number of sectors. I am able to look at a new subject, understand its key elements, and then write engaging copy for the audience of the magazine or website I am writing for.

As a content producer I understand the power that a well crafted piece of content can have for a business. Having produced everything from blog posts to extensive reports, I can create any kind of content to help your business reach its customers.



## **Dave Howell**

*Writer, Journalist, Publisher*

Over 20 years of experience writing about business and technology.

## **The Freelance Life**

Originally from a small town called Darlaston – about ten miles north of Birmingham – I have now settled in Shropshire after moving here to start my freelance writing business.

I have been a freelance writer and journalist for over 20 years. Before that eight years was spent doing various other jobs such as bookshop assistant, print finisher and returns clerk for a large library supplier, with the writing taking up evenings and any of my spare time. As you can see, much of my life so far has been spent working with books and publishing of one kind or another.

My time as an employee came to a conclusion with redundancy. So I took the opportunity to see if I could survive as a freelance writer. That was over two decades ago. There have been some lean times – just ask my wife, Joanne. But after tasting the freelance life, there's no going back.





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