

**MAKE IT SIMPLE. MAKE IT MEMORABLE.
MAKE IT FUN TO READ!**





You care about your business. **Me too!**

I could tell you about how I have written for The Guardian, The Sunday Business Post, CNBC and how my content appears on the websites of some of Northern Ireland's most successful businesses.

But this isn't really about me... it's about you, and your business!

The need for creative, engaging content.

Having someone to make sure you're always putting your best foot forward online. Someone to make sure the words are right, making people care enough to read the words and take action.

You don't care about me; you care about smarter, sharper, more effective digital content.

And it just so happens that I can help you with that!

I create fresh, shareable and original content so that busy Northern Ireland business owners, CEOs, marketing directors & communications managers don't have to spend a second worrying about how to drive traffic to their websites.

I tell their company's story and engage their customers.

"From the outset, Paul was extremely professional and highly informed. He provides an invaluable service to help promote and grow any business."



Daniel Guiney, Proprietor
Education Support Hub, Northern Ireland

www.tallpaulmarketing.com/testimonials

"Paul can help you connect with your client base, with **great results. Couldn't recommend Paul enough**, you won't regret having him involved in **any project.**"



Tony Thompson, Proprietor
We are Soulful

www.tallpaulmarketing.com/testimonials



I've done a lot.
Imagine what we
could do together.

Over the last ten years, I have worked with start-ups, global brands and agencies of every kind.

I've written for some of the world's most famous whiskey brands, solicitors, tech companies, accident management companies and motoring companies.

I've written for coworking spaces, podcast studios and HR companies too. I've written blog content that was sent to tens of thousands of customers every week.

No pressure!

But it's not just what I've done... **it's how I do it!**

A no-fuss, flexible, responsive approach that makes a real impact.

That's why most of my clients come back month after month, year after year to make use of my services.

"We are very pleased with the completed work and have no hesitation in recommending Paul for copywriting work no matter the industry."



Peter McCaul, CEO
Péarlaí Group

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"Paul wrote an article for me which is **nothing short of fantastic!** Paul has a **great talent when it comes to marketing** and he truly knows how to **captivate an audience.**"



Kelly Ann McGookin, Proprietor
Kelly's Virtual Solutions

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**It's all about the work.
And here it is.**





The Guardian

Olympic Torch Route: The Guardian Relay.

Olympic torch route, day 18:
Clean streets, proud people

Read the full article on The Guardian website

www.theguardian.com/sport/2012/jun/05/olympic-torch-relay-newry

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Olympic torch route, day 18: clean streets, proud people

Paul Malone on a 17-year-old whose story of tragedy, bravery and recovery who embodies Newry's indomitable spirit

Paul Malone
Tue 5 Jun 2012 07:06 BST

39

▲ Ryan Cinnamon (pictured with staff at Magrath Park hospital, where he is an out-patient), who lost his legs in December 2010, will be carrying the torch through Newry. Photograph: Ryan Cinnamon Trust

Thirty-four miles from Belfast, just under double that from Dublin, the border city of Newry is an apt connecting point on the torch's historic journey between two Irish capitals.

Planted at the heart of two areas of outstanding beauty, the mountains of Mourne and the Ring of Gullion, more than 300 years ago the Irish writer and satirist Jonathan Swift's visit to Newry was bittersweet, prompting him to describe it in less than flattering terms: "High Church, Low Steeple, Dirty Streets, Proud People."

Three centuries later, the high church with the low steeple still stands but Newry's streets are clean and the people are as proud as ever - even if Newry has endured a difficult 2012, with several huge bombs having been discovered in the city. Citizens from both sides of the community here, however, are united by a love of sport, and one young man in particular embodies their indomitable spirit.

The story of 17-year-old Ryan Cinnamon, who has been selected to carry the torch through Newry, is one of tragedy, bravery and eventual recovery. Back in November 2010, he was another sports-mad teenager, a supremely talented soccer player and Gaelic footballer. One night, however, he complained of a severe back ache and numbness down his right leg. He went to bed after taking some pain killers, but lay awake restless and in pain most of the night.

The following morning Ryan got up and prepared for school - he had an important GCSE exam that day - but collapsed in agony minutes later, and was rushed to hospital. Vigilant staff at Daisy Hill Hospital suspected a dissecting aortic aneurysm and ordered an emergency CT scan, which confirmed their suspicions. Ryan was rushed to Belfast City Hospital but en route his aneurysm ruptured, and he had no pulse. Given a 10% chance of survival, Ryan lost an astonishing seven litres of blood during surgery.

The youngster, though, astounded medical staff and survived the first operation, only to be dealt another devastating blow. Doctors broke the news to his family that Ryan would have to have both legs removed - his limbs had died due to a lack of blood supply.

Following a one-month stay in the intensive care unit and several more operations, he finally came home on 20 December but after yet another setback - a blood clot on his right lung - he was admitted to Magrath Park hospital in January 2011, where he has been an out-patient ever since. His recovery has been long, slow, and painful: while Ryan was completing his GCSEs in May and June of last year, he was also fitted with artificial knees.

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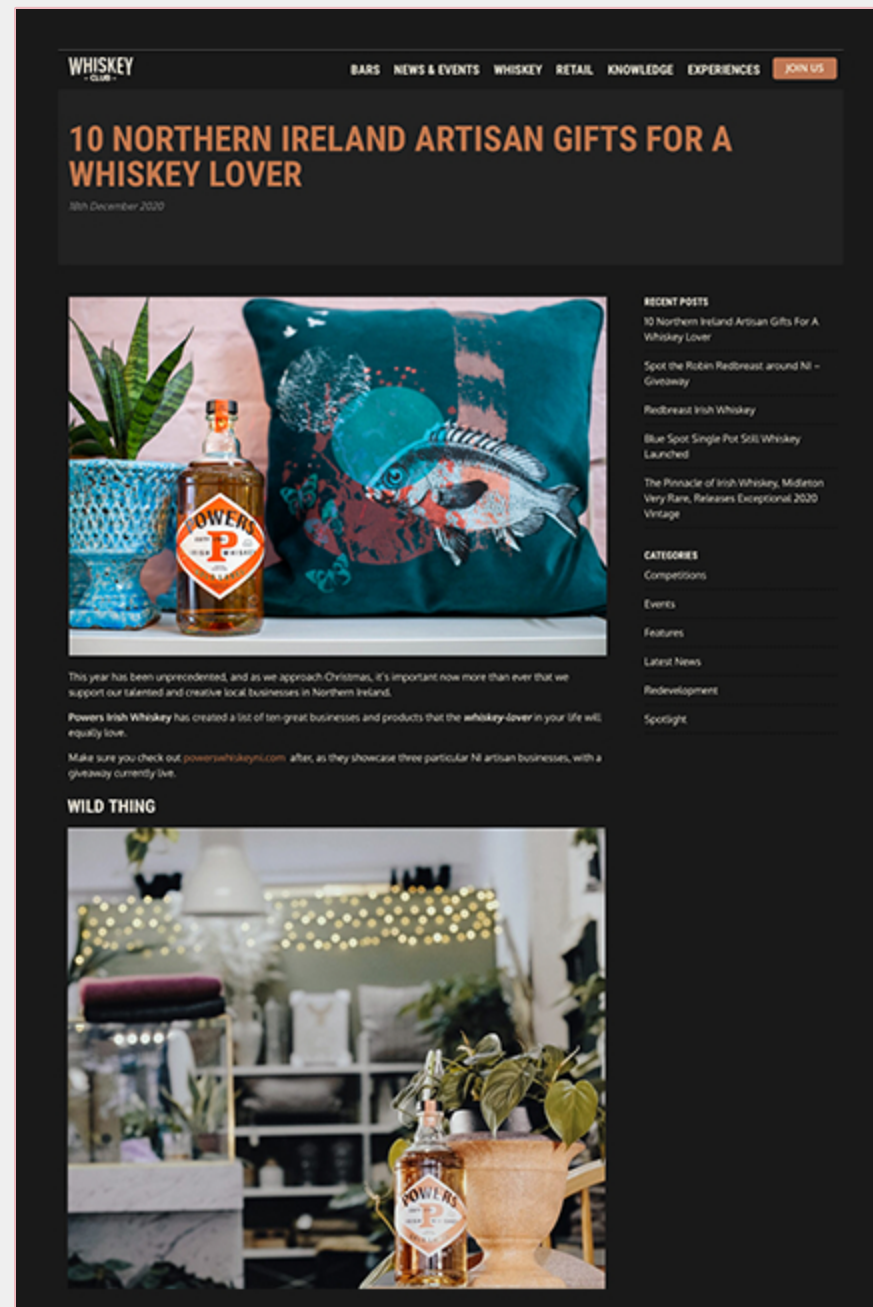
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10 Northern Ireland Artisan gifts for a Whiskey Lover

Read the full article on the Whiskey Club website
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5 Everyday habits that are secretly damaging your car

Read the full article on the Granite Breakdown website
granitebreakdown.com/5-everyday-driving-habits-that-are-secretly-damaging-your-car/



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5 EVERYDAY DRIVING HABITS THAT ARE SECRETLY DAMAGING YOUR CAR

By granitebreakdown | 7th December 2020 | Car Advice, News

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- 5 everyday driving habits that are secretly damaging your car
7th December 2020

The driving habits of Northern Ireland motorists could be secretly damaging their vehicles.

We all develop certain habits when driving - good and bad - and some could be putting your car under unnecessary strain and ultimately lead to costly repairs.

Here are five everyday driving habits that are secretly damaging your car.

1. Resting your hand on the gearstick.

Perhaps the most common habit amongst NI drivers, leaving your hand resting on the gearstick damages your car.

Resting your hand on the gearstick causes damage to the selector fork - a mechanism in the gearbox that allows the driver to shift through gears - causing preventable wear as well as affecting your transmission.



4 hilariously awkward situations every new driver faces

Read the full article on the New Driver NI website
newdriverni.com/4-hilariously-awkward-situations-every-new-driver-faces/

The screenshot shows the New Driver NI website. At the top is a navigation bar with links: Getting Started, Theory Test, Practical Test, Insurance, Buying A Car, Stay Safe, Covid-19, and News. Below the navigation bar is a large hero image of a person covering their face with their hands, with the article title '4 hilariously awkward situations every new driver faces' overlaid. A 'No Comments' button is visible on the right. Below the hero image is the article text, which starts with 'As a new driver, you'll be faced with the weird, the wonderful and the plain awkward while out on the road.' and mentions American poet Peter Davis. The article is divided into sections, with the first section titled '1. Stalling your car.' and the second section titled '2. Putting fuel in your car for the first time.' On the right side of the page, there is a search bar, a 'WIN A Car - Touch The Car Competition' banner, a 'Trending Now' section with a video thumbnail, and a 'Recently Posted' section with several article thumbnails.

N3W DRIV3R

Getting Started - Theory Test - Practical Test - Insurance - Buying A Car - Stay Safe - Covid-19 - News

4 hilariously awkward situations every new driver faces

By new driver - 7 hours

No Comments

As a new driver, you'll be faced with the weird, the wonderful and the plain awkward while out on the road.

American poet Peter Davis once said, "This might make for an awkward situation, I have a talent for awkward situations."

And as a new driver, you'll probably encounter some awkward situations.

These first couple of weeks out on the road are nerve-wracking: you're putting everything you've learnt in books and lessons to use.

Your concentration levels are sky-high, but what can you do if you don't have the same talent as Peter Davis for awkward situations?

Here are four awkward situations you'll most likely face.

1. Stalling your car.

You're driving along and trying to switch gears and then... "OMG" - you've stalled.

It's a fairly common thing to happen but in these seconds after stalling you wish the ground would swallow you up and you're thinking every other driver and pedestrian has noticed it and are secretly chuckling at your expense.

As a new driver, you'll probably be driving in a car you just bought and when you switch cars - regardless of driving experience - it sometimes takes a little time to understand it.

We're happy to tell you that the embarrassment you feel is mostly in your head; everyone is too busy with their own lives to notice it.

If you stall your car, often it means you need to improve your clutch control.

And stalling your car means you've probably either not used your accelerator enough (or at all); attempted a hill start, or selected a high gear when driving at a low speed.

Stalling can also be caused by moving off in high gears, raising the clutch quickly from moving off, or not pushing the clutch pedal down enough while slowing down.

But don't fret, the more you drive your car, the more your driving actions will become intuitive, and you'll understand 'telling points' and how to drive your vehicle with ease.

Practice makes perfect, and eventually, you'll be cruising without stalling.

2. Putting fuel in your car for the first time.

WIN A Car - Touch The Car Competition

WIN A NEW CAR!

Touch The Car Competition

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10 steps you should take after **being involved in an accident**

Read the full article on the NIBA website
nibodyshop.com/10-steps-you-should-take-after-being-involved-in-an-accident/



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10 steps you should take after being involved in an accident

by NIBA · 9 October 2019 · News, Road Safety · No Comments

Nobody wants to be involved in an accident, but the unfortunate reality is that accidents happen, despite whether you're at fault or not.

According to the [Police Service of Northern Ireland](#), between 1 January 2019 and 31 December 2019, there were a total of 5,676 collisions recorded.

And as a result, 56 people sadly lost their lives, while 774 people suffered serious injuries.

Of course, not every accident is life-threatening: statistics reveal that in 2019, 8,042 people were classed as having been 'slightly injured'.

So, what should you do if you're involved in an accident?

Follow this 10-step checklist.

1. Stay calm.

Being involved in an accident can be very stressful.

Your body's adrenaline 'fight or flight' response will kick in and may even mask the pain of any injuries.

It's at this stage you have to try to remain calm.

Long deep inhales and exhales of breath will get your heartrate back to normal.

Depending on where your accident occurs, you might need to exit your vehicle and get to a safe place off the road.

2. Keep the conversation simple.

Check on the other driver and make sure they're ok.

When speaking to the driver, remain calm and composed.

You might want to use your mobile phone to type in details or take photographs as quickly as possible.

3. Never admit responsibility.

As we discussed earlier, people involved in an accident can be stressed and pumped with adrenaline.

That's not the best time to ascertain who was at fault or admit responsibility.

And admitting responsibility even when you believe you're at fault is not helpful; leave the determination of that to another time.

4. Contact the police.

If it's a serious accident, call 999.

If it's a minor collision, call the non-emergency number, 101.

This is a vital step as you may need a record of the police's accident report later at the request of insurance companies

"Paul's attention to detail creating content is first class - **tailored and specific at all times**. Response times and revisions never an issue, **would highly recommend him.**"



Richard Reynolds, Owner
RR Marketing

www.tallpaulmarketing.com/testimonials

"Paul was **professional** throughout and possesses an **approachable and friendly manner**. I would **recommend Tall Paul Marketing** to all Communications/Social Media/PR professionals."



Grainne Magennis
Disability Action Northern Ireland

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"Paul's content was fantastic! Great communication and made himself available at all times. We couldn't recommend Tall Paul Marketing highly enough!"



Manus Loughran, Owner
Claims Arrow

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**"I would recommend Tall Paul Marketing
to any Northern Ireland business
looking to engage their customers
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Ronan McGuirk, Director
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**"Paul's turnaround time was excellent!
He managed to strike the balance
between fun and engaging
and informative!"**



James Hughes
Down Design Lab

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Don't take
my word for it.
Take theirs!

I'm a Freelance Copywriter, so I should be able to write something here...

Something that tells you just how amazing I am!
But who cares about what I think?

It's businesses like YOURS that have the final say!

And they say things like:

"A common practice I employ is asking new clients how did they hear about us. One common trait that a huge percentage of my customers disclosed was that they discovered me through Tall Paul's article."

- Daniel Guiney

Education Support Hub, Northern Ireland

Ready to go? Let's Talk.



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