

Fables



Hi, I'm Ann :)

I'm a life-long word-person.

Finding that one-right-word, uncovering the perfect concept or breaking that into a brand-editorial campaign makes my little heart sing.

We can't all fake confidence. If it were that simple, we'd all be churning out eloquent blog posts, resonant brand stories and valuable copy. But confidence takes time, challenge, and coaching. I'm here for that.

I've got to tell you about my MA in English literature, and my award-winning writing. My 11 years in research psychology at the Institute of Psychiatry, Psychology and Neuroscience.

And I'm ghostwriting a business book on psychological safety in the workplace. I have smarts!

And my appearances on the BBC, The Guardian, The Evening Standard and Psychologies magazine.

My front cover of Girlguiding magazine is a whole other story. And let's not start on the Friends of Nunhead Cemetery.

I'm told people book me because they know I'll challenge them to go further and harder. And my work delivers. If I sound like your type of brand writer, read on.

If you want an eclectic, smart writer who can write about products with poetry, who is scientifically trained, and can provide you with confident, clear and compelling copy, **I'd love to chat.**

I'm creative. But not with numbers.

It's in the reactions. Seeing yourself in the copy, so your problems are reflected and you know you're in the right place. Let's make a difference.

Increase in monthly readership **2,600%**

I'm creative. But not with numbers.

If we're the right fit, I can talk you through how I've hit these heady heights. For now, just feel the love.

cheaper at booking high-quality meetings.



I'm creative. But not with numbers.

You read it right. One rebrand earned back its cost in two deals. Those are some big old deals with white whale clients.

If you want to know how I make my magic, let's chat.

One rebrand,
earned its ROI in only 2 deals.



What I do.

- Brand
- Brand strategy
- Tone of Voice
- Ghost writing
- Editorial
- Content Creation
- Copy

Cherry-picking services

If it's words + selling, I'm here for you. Here's how some brilliant people with excellent taste have chosen to work with me:

Client	BARFLY	Alva	Sana	THE MIX	UNCERTAINTY EXPERTS	gofrendly	x+why	👻
Brand	🍒	🍒		🍒		🍒	🍒	
Brand strategy	🍒	🍒				🍒	🍒	
Tone of voice	🍒	🍒		🍒		🍒	🍒	
Editorial		🍒	🍒			🍒	🍒	
Content		🍒	🍒		🍒		🍒	🍒
Copywriting	🍒	🍒		🍒		🍒	🍒	🍒
Ghostwriting (I can't tell you!)	👻	👻	👻	👻	👻	👻	👻	👻

Values

Shaping confidence

Embodying voices

Raising up real people

Shedding jargon and finding clarity at Barfly.

Brand story | UX writing | Strategic Copywriting
Case Studies | Customer Research

"A little bit of street in the boardroom": Barfly's tagline had supported their success and growth in uncovering insights for the drinks industry. But, this sentiment wasn't capturing the depth of their skill. It was underplaying their depth of expertise, their global reach, and their joy in building global brands.

Results

Two major global clients signed with Barfly in under 4 months of go-live, citing the new site as key to their confidence in Barfly.

What they say

"Working with Ann was a game-changer for Barfly. Her creativity and insight were instrumental in making our message clear and engaging. It is almost as if Ann spread fairy-dust on our work.

Ann's personality and energy were a breath of fresh air. Her enthusiasm was contagious, and she brought a level of dedication and passion that exceeded our expectations. We are thrilled with the results of Ann's work."

Lizzie Carr, Managing Director, Barfly



Provoking shivers and showreels at The Mix

Brand story | UX | Strategic Copywriting | Case Studies | Training

The Mix needed their new site to blend confidence, difference and smarts. Confident, not brash, I uncovered the need to attract assertive, dynamic and risk-loving market research clients.

Learning the audience drivers through research interviews with the board, digging into the inspirations and drivers of senior leaders, I found their voice then I wrote a story, provoked shivers, and changed their position.

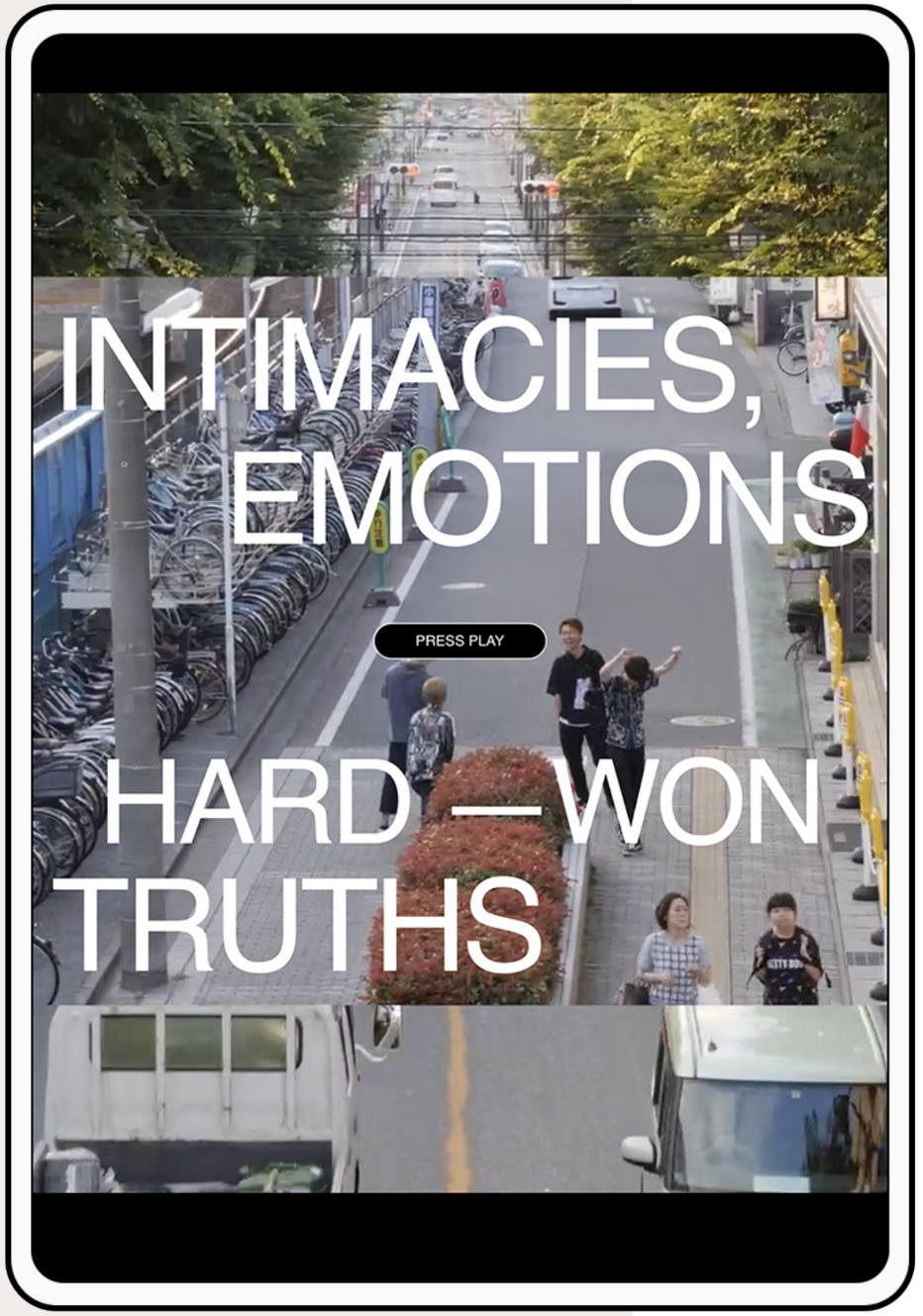
Results

Ongoing work commissioned.
The Mix rolled out my voice throughout company.

What they say

"Ann pushed us as much as we pushed her to deliver creative excellence. The work she produced absolutely understood our brief. The result has been copy we are in love with.
The first time we listened to her take on us, made the hairs on the back of my neck stand on end."

Tash Walker, CEO & Founder, The Mix



THE MIX

Creating one voice leads to new positioning for x+why

Brand | Brand Strategy | Positioning | Tone of Voice
Creative Editorial | Copywriting | Content

What's inspiring about a 10K word whitepaper? x+why's manuscript needed a strong personality to reach its audience.

By listening to x+why's goals and learning about their audience I found the position for this unique statement in the category space. My editorial leadership allowed the team to create and hold the space for ambition.

Results

Booked to deliver x+why-wide rebrand
Mission Lit now cornerstone to x+why brand
Quarterly Mission Lit publication now key to growing differentiation

What they say

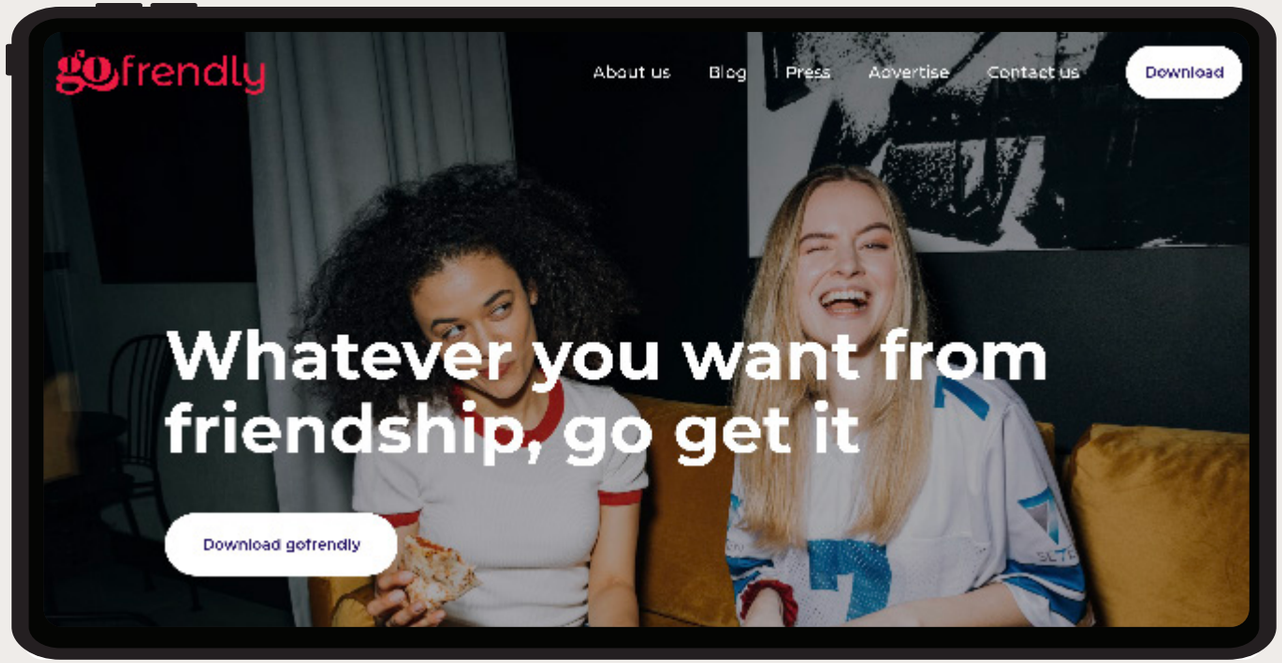
"Ann proved herself to be intelligent, fun and disciplined. Ann understood the potential of Mission Lit to act as a bold, dynamic piece of brand positioning.
Ann was the savior of Mission Lit - without her, the book wouldn't exist. "

Phil Nevin, CCO & co-founder, x+why



Listening to founders takes Gofrendly to the Evening Standard

Brand audit | Brand Strategy | Brand book
Tone of Voice | Personality | Voice guidebook
Web copy | App copy | Modal & onboarding



If you want your brand to sound human then talk with humans. Gofrendly needed a voice that would break into London and capture press attention. In 8 weeks, we helped gofrendly rediscover their mission and their contagious fun.

Results

Founders immediately used the voice, helping secure coverage including Evening Standard, Start Ups magazine and Dublin Tech Week.

What they say

"We've gone through this process a few times before, but this is the first time we have words we can actually use, that we're proud of and we can say, 'this is us'".

Claudia Gård, CFO & cofounder, Gofrendly

One article takes Uncertainty Experts to a world-leading forum.

Ghostwriting | Editing

Even brilliant minds know that fresh eyes polish a project. Guiding new client Uncertainty Experts through my 3 step process, we converted big ideas into a tightly written, deeply researched piece that was published alongside other global leaders.

Results

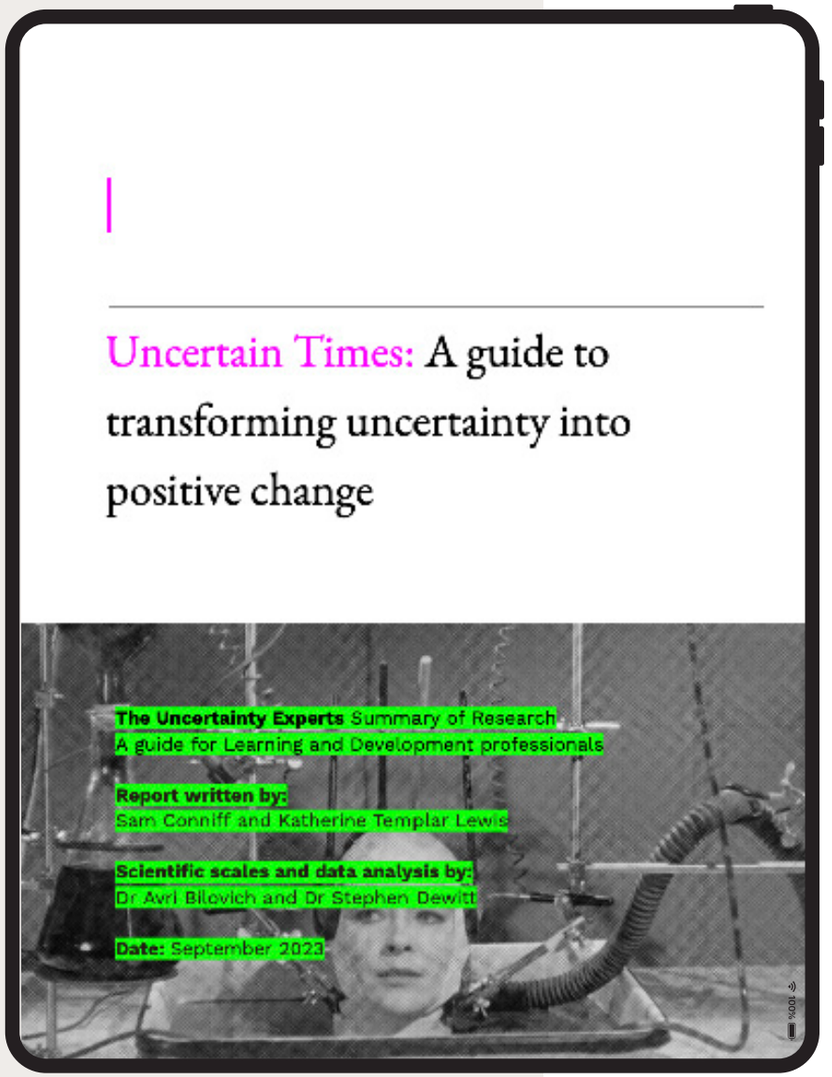
Published in world-leading forum
Increased speaking opportunities and visibility.
Booked to deliver ongoing collaborative work.

What they say

"Ann was so brilliant to work with. She totally got our brief and requirements and got the balance of our tone with brilliant recommendations.

She worked quickly but thoroughly (which is what we needed), going above and beyond. We loved that she shares our passion for really trying to help people - and in her work on our report it really shone through."

Kate Brundle, Director, Uncertainty Experts



UNCERTAINTY EXPERTS

Driving mentoring & partnerships for Built By Us

Brand | Tone of Voice | Creative Editorial | Audience analysis
UX copy | Educational book copy | Content | Layouts

Commissioned by award-winning social-enterprise Built By Us, through a series of workshops and 1:1 interviews with key stakeholders, I refined their voice and uncovered their story.

With the brand defined, I created a blended learning pathway, offering mentees optimum conditions for success.

Results

Buy-in from the Mayor's office
Positive reviews from mentees and mentors

What they say

"Ann captured the voice of BBU and our story succinctly and evocatively. She made the experience fun and thought-provoking, and the wide-ranging interviews helped us to understand more about our audience.

Ann's work has profoundly affected how we tell our story."

Danna Walker, CEO and founder, Built By Us.



Honouring voices leads Alva Labs to Sifted.

Brand story | Tone of Voice | Content Strategy
Multi-channel copy | Thought Leadership | Coaching

Alva Labs needed to get out of Stockholm and to the world stage. A complex message about psych, AI and psychometrics was lost in terse and unpersonal academic American English. I helped Alva Labs to remember their heart and humanity.

Results

Placements in AIHR and RecFest, the BBC, London Tech Week and Sifted.
32,025% in monthly content entrances
63% decrease in page exits

What they say

"Ann never stops to amaze me. Everyone that gets a chance to work with her should consider themselves lucky. You will have a blast, while getting your message across! Ann's work has enabled me to become a thought leader, and I'm loving it!"

Linnea Bywall, Lead People & Operations, Alva Labs.



Fueling demand generation and increasing ROI for Sana.ai

Content | Social | Interviewing | Workshops

I can't share every project, process or outcome here (or ever).

This is a bit awkward...

Here's a nice testimonial.

If we chat I'll fill in the gaps.

What they say

"Collaborative, supportive, and flexible, Ann adapts to the changes of a fast-paced scaleup and communicates brilliantly from a distance.

She helped us create the fuel for our demand generation engine from the ground up. Thanks to her customer and brand-led approach, Ann embraced the Sana tone of voice while consistently writing with empathy and nuance."

Lauren Crichton, Marketing Director, Sana.ai



Booking high quality leads for top-secret L&D company.

Ghostwriting | Personal brand | Interviewing | Strategy | Social

Making the most of LinkedIn is easier when a ghostwriter with a marketing mindset is by your side.

Taking the best of the engaged employees, I created personas, worked with their audience, and brought my L&D expertise, writing generous content that's securing meetings with target customers that include the world's leading FMCG brands.

Results

200% increase in booked meetings with target customers.

What they say

"We are thrilled with Ann's expert work, and the results she's bringing to our organization. She inspires us to work smarter, brings her collaborative spirit, her intelligence, crafting unique content that's cutting through and getting us meetings."

Digital Marketing Lead, Global L&D company.



Sharing real stories takes me to the main stage.

Conference speaker | Podcast guest | Panel guest
Author | Free branding sessions for select audiences

Talking about the intersection of work, parenting and mental health is a current and pressing issue. Helping people remember their inner power and resources.

And, how organisations and managers can work with their neurodivergent employees, and their traumatised employees, helping them to get back on their feet.

On panels, online and on my substack, I share stories and struggles that help people take their own, private and substantial next steps.

What they say

"Ann is a compelling storyteller and a clear communicator. She is a pleasure to work with."

Claire Salisbury, Assistant Producer,
BBC Radio 4.



Once upon a time...

I was a little girl who found books easier than people. From falling asleep reading to an on-the-go pile that sits at around 40 books, it's all about stories.



This is Rob. He is 12. We talk a lot. He demands walks at 11.30am and 3pm so please don't suggest a call then.



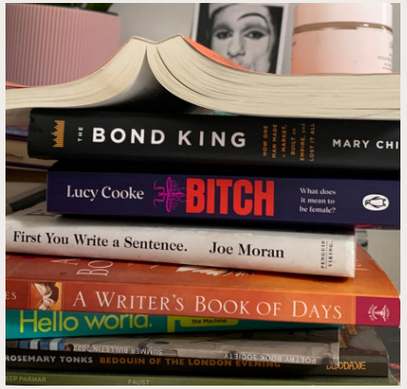
I'm also mum to two amazing uni & A level-age fashion students.



After my first big brand client, I bought myself these book-shelves. 'Beauty and the Beast' vibes for days.



I've taught sustainable food & cooking across the kitchens of London, the Beeb, Soho House and the Open University.



Yeah no I have two substacks. Want cheapest and funnest confidence tricks? Into some poetic and visceral non-fiction about coercive control? You're welcome!

Let's talk.

My clients are cross-sector and segment. It's all about the attitude. Being ready to bet that a more confident, real and human voice is part of your brand's next steps.

What unifies my clients is a deep desire to help people solve problems, a willingness to take a stance and a pride in the quality of their brand.

And, they know the power of clear, compelling and confident copy.

What makes me tick is solving your problem. Your problem is likely to be that you are amazing at what you do, you've tried to go it alone or with others, but you're still tangled in jargon.

By working with me, you'll have my attention, commitment and conscientiousness in cutting through the faff, and getting to your core message.

I'll challenge you, and we will create something amazing.

If you're trying to solve problems that I can help with, we'll have a discovery call.

Here, you'll learn more about my background with a brief open portfolio presentation.

Every project is unique. To make sure I work efficiently, I'll create a bespoke proposal that captures work you have in-hand and only the work you need delivering to take your next steps.

👉Book your time to chat here 👈

Thank you!

Just dial my number: 07458 006 368
Drop me an email: ann@fables.agency
Surely you've seen it: fables.agency
Substack: voilà
Naturally on LinkedIn: ann storr

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