



Building a Rocket Ship

Growth Rocket isn't just a blog for entrepreneurs. The team at Growth Rocket is dedicated to building an entire community of people who are starting and growing a business.

Their plans are big. With more interviews from more entrepreneurs covering more industries than anyone else, it's a perfect portal for entrepreneurs to share and learn. They're creating content that anyone, in any industry, will find inspiring and insightful.

They needed a tool that would improve their efficiency as well as their effectiveness. Richard Chanter, Growth Rocket's founder summarizes their priorities as needing to:

- Produce large volumes of high-quality content efficiently
- Improve the success rate of their email pitches
- Ensure the readability and story-telling (not just the spelling and grammar) of their content is consistently high

“So there's the problem. We want to create huge amounts of content, while already working long hours and juggling family commitments. To make the project more challenging, none of us are writers or bloggers, and our school English lessons are a distant memory.”

RICHARD CHANTER,
FOUNDER OF GROWTH ROCKET

Engaging Entrepreneurs

Creating great content for Growth Rocket means hunting down entrepreneurs day and night, across every industry and in every country in the world. Often these people are hard to get hold of. They're usually incredibly busy and their time is valuable. But they all have a fascinating story to tell and experience to share.

Growth Rocket has one shot to ask for an entrepreneur's cooperation, so they think carefully about the personal email they send. It needs to be perfect. Who's going to bother responding to something that is poorly written or contains spelling mistakes?

Sharing Their Secrets

Every interview shares fascinating insight and knowledge. It deserves to be presented in a way that is professional and easy to read.

Interviews might be conducted on the phone or by email. In either case, the subject relies on Growth Rocket to get the story straight and to deliver insight with the passion and energy that is typical of the entrepreneurs they interview. And the final interview needs to show the subject and their business in the best possible light.

So, after the words are on the page, the team at Growth Rocket take a deep breath, turn down the music and upload the document into ProWritingAid's editor. They complete a three-stage review:

1 Spelling

The worst spelling errors have usually been sorted out by their word processing software, but a second opinion often picks out the contextual spelling mistakes that others don't find.


2 Grammar

"In our experience, ProWritingAid's Grammar Tool is second to none. It absolutely kills the garbage that ships with Microsoft Word. Fragmented sentences, confused words, split infinitives, double words and passive verbs are all identified quickly and easily."

3 Style and Readability

The Style Report helps them really focus on improving the clarity and strength of what they have written so it's more compelling. They use the Word Explorer to replace vague words and the Sticky Sentence report to weed out any awkwardly constructed sentences.

The result is an article that's clear and engaging. An inspiring story told with passion and style.



"Every email we write is checked with ProWritingAid before it's sent. A mistake might mean the difference between getting an interview with one of the greatest entrepreneurs in the world and missing out."

“ProWritingAid has increased the quantity and quality of our content, tying together a team of untrained writers and interview subjects who are spread across the world. The interface is uncomplicated, and the software is easy to use. We must have managed before we started using ProWritingAid, but none of us wants to try it again.”

Tell Us Your Story

If you're building a business, creating content or pitching ideas, ProWritingAid can help. We work with global accountancy firms, start-ups, government departments and everything in between. We help our clients' achieve their objectives by taking care of the detail in what they write, whether that's to customers, the public or each other. Get in touch to discuss how we can do the same for you.

Contact us



+44 (0) 78 76 35 44 33



info@prowritingaid.com



prowritingaid.com

