



## **Xen secures the launch of a new magazine for The Words Workshop**

Launching a new magazine is a high risk business at any time. To do so during a recession makes it even more difficult especially when the magazine is for the UK removals industry, a trade that has been hit harder than most by the recession. As the magazine was to be funded entirely by advertising sales, there would need to be an immediate, sustained and successful advertising sales programme to ensure success. This is precisely what Xen delivered.

### **Customer Background**

The Words Workshop is a Milton Keynes company of writers specialising in copywriting, magazine editing and public relations programmes for its international customers.

Between 2005 and 2011 the company had edited a monthly magazine for the removals trade association in the UK – the British Association of Removers (BAR). This magazine had been successful, with The Words Workshop handling the writing, editing, photography, design, print and distribution for BAR. It was, however, distributed only to the trade association members (about 500 companies) and there was no similar publication that served the wider removals market of around 4000 UK firms. In addition, the existing magazine was published in hard copy only so marketing opportunities were being lost as it had no online presence.

Steve Jordan, MD of The Words Workshop, felt that there was a commercial opportunity for a magazine and website that would serve the whole industry. In March 2011, Steve and his team made the decision to launch the new title.

### **The Problem**

Unfortunately, however, the new title, simply called *The Mover*, created a conflict of interest with BAR. Steve knew that, by choosing to launch the new title he would have to step down from editing the old title and relinquish the income it produced. At that time it represented around 50% of his company's profit.

"It was a huge decision for us to make," said Steve. "If you lose your best customer it's unfortunate, but to voluntarily give it away, right in the middle of a recession, some would consider foolhardy. I questioned my sanity a few times myself."

The problem was accentuated as the recession had also hit the company's cash reserves. Although bank finance was available, the company was determined to launch the new title without incurring debt if possible. Not only would the new magazine have to cover its costs very quickly, it also had to replace the lost profit if the company was not to run into financial difficulties.

### **Xen's Solution**

In a meeting with Xen, Steve and his team explained the opportunity and the challenge. Xen was provided with an advertising prospect list, the advertising rates, and the features and benefits of the new magazine. It was agreed to employ Xen for five days during month one and then review the position. It proved to be a hard sell. After the first month Steve was questioning whether there really was a market for the magazine. However Xen persevered into month two. Gradually, as the telesales programme gathered momentum and the magazine became better known to its readers, advertisers began to book. By month three the trickle had become a steady flow, securing the future for the new title and, in effect, securing the long-term future of Steve's company.

### **Client Testimonial**

"It was a hard sell for Xen, made harder by the need to get fast results to secure the success of the whole project. Xen, and especially Tina who handled our account, were brilliant. The customers often comment on the professionalism of our telesales team. Without their efforts, launching *The Mover* would have been much more difficult and we would have had to borrow money to buy time. By contrast, within six months it has established itself as a successful and greatly admired part of the global moving industry." Steve Jordan, MD, The Words Workshop.

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