



Everything we do is driven by what we believe to be the true meaning of eco: a word as much about celebration as conservation. Sure, it's about treading lightly on this planet of ours, but not in a way that looks like you never lived here. Think less hair shirt worn with self-righteous austerity, more head-turning sexy green number carried off with untroubled self-confidence.

"Paul is so refreshing to work with. He has taken our thoughts and words and has helped them come alive in ways that are both pragmatic and with a healthy dose of humor. He gets the delicate balance exactly right of words that communicate business services and yet feel like who we are. Paul has made our website both very personal and very engaging. And his working style is like his writing, both wry and down to earth." **Charles Kingsley, Eco Alchemists.**

A different shade of green : Writing for eco businesses can be a tough brief to fulfil. The 'green' vocabulary has been overused and overcooked, and finding fresh ways to salute sustainability is challenging. Fortunately, I have a client whose eco homes run an exceptional creative spectrum, from environment to emotion, from sustainability to spirituality. The word bank opened up and we got to play in the mud a little. It was fun.