Writing a business or organisation profile

A good profile helps a customer, partner or funder understand what you do, who you work with and how to reach you.

Start with the reader’s decision

Decide whether the profile should help win client work, introduce your organisation to a partner or support a proposal. Open with what you do, who you serve and where you work.

Build the profile around evidence

Give each service a short description and an example. Use current facts, approved photographs and dates that can be verified. Check permission for client names, quotations and images before publishing them.

Keep a version your team can update

Settle on the page length, language and contact details before layout. Keep headings and copy editable. Export a small PDF for email and a print version where required. Update your key facts when your services change.

How M-CreativeHub can help

We can outline, edit and design profiles, presentations and reports. Your team reviews claims, approves photos and signs off on the final copy before we prepare the files.

What to bring to the first conversation

Your legal or working name, short history, services, verified examples, approved images and current contact information.

What makes a profile credible

Give the reader enough to make a decision. Ask them to verify the offer, relevant experience and the best way to contact you within the first few pages.

Build an evidence inventory

For each claim, record its source and date. Pair a capability with a completed example, a verified result or a clear description of the work you can deliver. Use figures only when staff can explain what they measure.

Choose one primary reader

A client may need to understand your services and how to ask for a quote. A partner may look for your track record and delivery capacity. Keep a short core profile and tailor the examples to each purpose.

Price the work with content in mind

Check how much writing, photography, editing, translation and updating the quote includes. Ask for an editable source and specify who checks names, links, contact details and permissions before export. Agree what a later revision will cost.

Review before sending it out

If claims or permissions are missing, start with verified information and leave out material you cannot substantiate. Ask someone unfamiliar with the organisation to read the draft and tell you what they would do next.

Before you commit

Keep a source list, approved visuals, current contact details and a named person responsible for updates.