

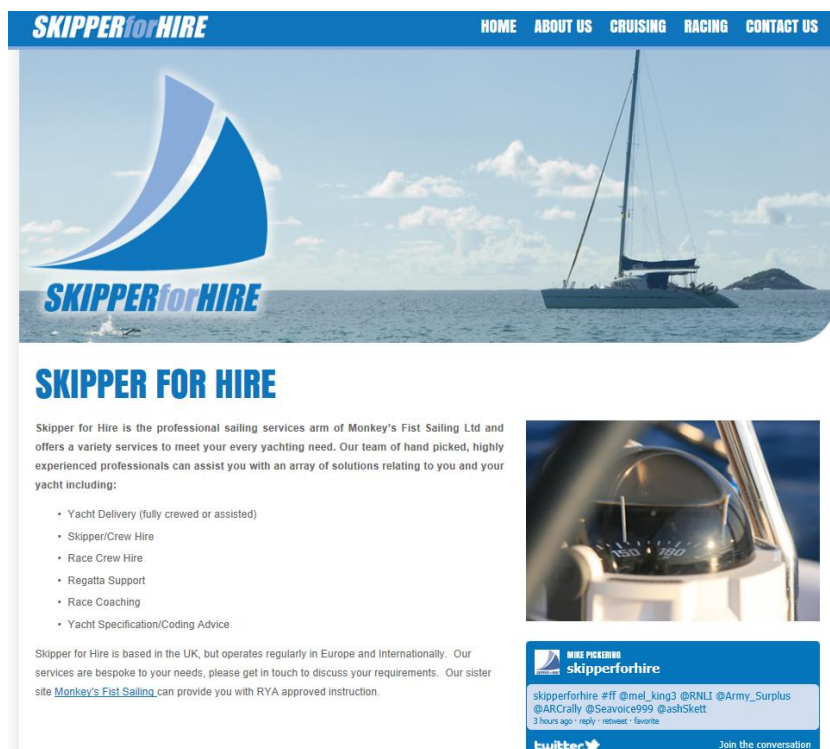


Skipper for Hire

Bare Face Marketing was approached by Skipper for Hire to develop a website during summer 2011. Skipper for Hire is the professional sailing arm of Monkey's Fist Sailing. Owner Mike Pickering wanted his brand to have a clear differential to that of its sister company Monkey's Fist (who concentrates on sail training). The branding is simple, yet striking.



Bare Face Marketing worked with both Mike and Rob from Skipper for Hire to develop their Marketing Plan. Their initial one page website that SFH had been using during 2010 had been so successful that in order to take the business forward a more comprehensive site was required. Bare Face marketing was responsible for defining the purpose of the site, the branding and copywriting.





Stationery



Mike was so please with the marketing plan, creative and website, he provided this testimonial:

“Emma has worked tirelessly to help us launch the 'Skipper for Hire' brand. Her expertise in everything related to marketing was invaluable when designing our branding and website. I highly recommend Emma and the services that she offers.” *November 3, 2011*

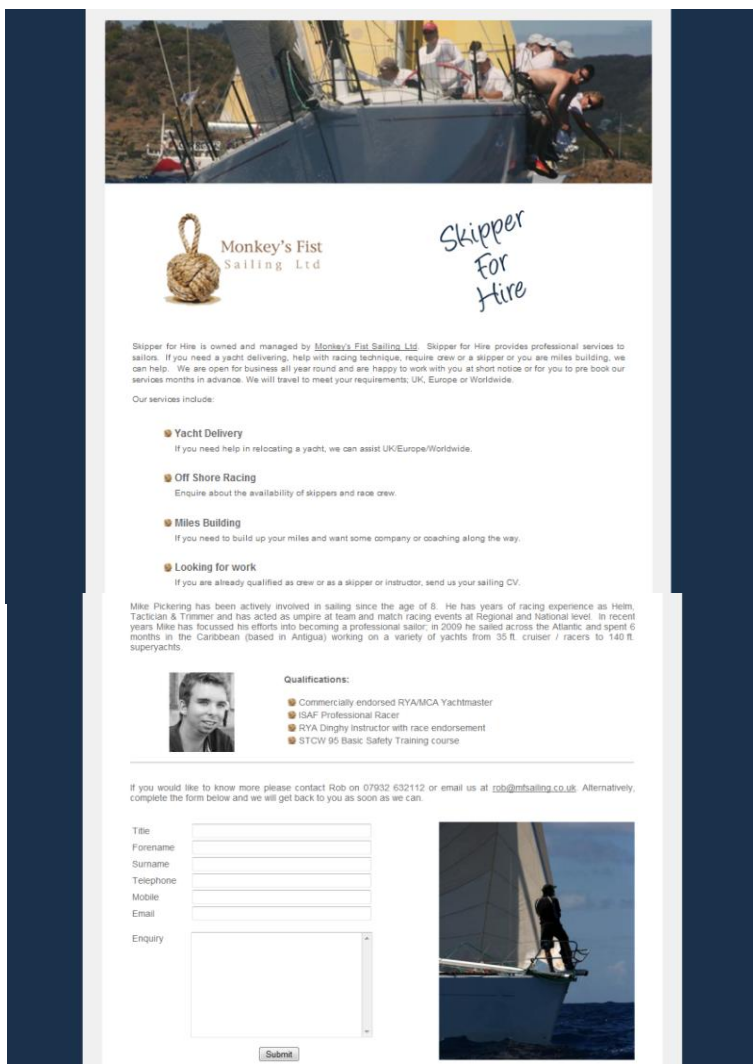


This is the original one page website and temporary branding.

Website Creation: www.skipperforhire.co.uk

Skipper for Hire is a sub brand of Monkey's Fist Sailing. The original Skipper for Hire one page website/contact page was developed as a means of capturing the professional sailors who required yacht delivery or crewing services. There was little or no branding with the exception of the scripted Skipper for Hire.

Skipper For Hire



The screenshot shows a one-page website for 'Skipper For Hire'. At the top is a banner image of a sailboat deck with crew members. Below this is the 'Monkey's Fist Sailing Ltd' logo, which features a rope knot and the company name. To the right of the logo is the 'Skipper For Hire' text in a handwritten script. The main content area includes a paragraph about the company's services, a list of services with bullet points, and a section for a skipper's profile. The skipper's profile includes a small photo of a man and a list of qualifications. At the bottom, there is a contact form with fields for Title, Forename, Surname, Telephone, Mobile, Email, and a large text area for Enquiry, followed by a 'Submit' button. A small image of a person on a boat is also visible in the bottom right corner of the page.

Monkey's Fist Sailing Ltd

Skipper For Hire

Skipper for Hire is owned and managed by Monkey's Fist Sailing Ltd. Skipper for Hire provides professional services to sailors. If you need a yacht delivering, help with racing technique, require crew or a skipper or you are miles building, we can help. We are open for business all year round and are happy to work with you at short notice or for you to pre book our services months in advance. We will travel to meet your requirements; UK, Europe or Worldwide.

Our services include:

- Yacht Delivery**
 If you need help in relocating a yacht, we can assist UK/Europe/Worldwide.
- Off Shore Racing**
 Enquire about the availability of skippers and race crew.
- Miles Building**
 If you need to build up your miles and want some company or coaching along the way.
- Looking for work**
 If you are already qualified as crew or as a skipper or instructor, send us your sailing CV.

Mike Pickering has been actively involved in sailing since the age of 8. He has years of racing experience as Helm, Tactician & Trimmer and has acted as umpire at team and match racing events at Regional and National level. In recent years Mike has focussed his efforts into becoming a professional sailor, in 2009 he sailed across the Atlantic and spent 6 months in the Caribbean (based in Antigua) working on a variety of yachts from 35 ft. cruiser / racers to 140 ft. superyachts.

Qualifications:

- Commercially endorsed RYA/MCA Yachtmaster
- ISAF Professional Racer
- RYA Dinghy instructor with race endorsement
- STCW 95 Basic Safety Training course

If you would like to know more please contact Rob on 07932 632112 or email us at rob@mfsailing.co.uk. Alternatively, complete the form below and we will get back to you as soon as we can.

Title: _____
 Forename: _____
 Surname: _____
 Telephone: _____
 Mobile: _____
 Email: _____
 Enquiry: _____

