

*everything you need to know about my*

P E R S O N A L I S E D  
P O E M S

*what / why / how*

B Y C L A R E D E S I G N S

2 0 / 2 3



## Hello! I'm Clare

*Wedding stationery designer  
and personalised poem writer*

# Thank you so much for your interest!

I started off writing poems as gifts for my friends and family, and I absolutely love that they're now a massive part of my business.

In this guide, I've explained what my personalised poems are, how I can create one for you, and everything else you might like to know about them.

If you still have questions at the end, please get in touch and I'll get back to you as soon as I can! All my contact details are at the end of this guide.



# WHAT IS IT?

*it's whatever you need it to be...*

- + I can write you a fully personalised poem for any occasion.
- + It'll be at least 3 verses long, with 4 lines per verse.
- + Depending on the amount of information you give me, it could be longer than this.
- + You can order a digital or printed version of your poem.
- + The poem can be about anything you like. You can give it to a friend for their birthday, you can read it out during your wedding ceremony, you can send it to someone who is going through a difficult time; the poem can be whatever you need it to be.

“

*Clare listened to all my ideas and wrote a sweet and funny poem which captured exactly what I wanted to say.*

”

JENNIFER

# EXAMPLES OF POEMS

*that I've written before*

“

*I can't recommend  
Clare highly enough  
to anyone looking  
for something really  
special to give to  
loved ones.*

LAURA

”

+ I've written poems for lots of different occasions/reasons, including:

- + Wedding vows
- + Wedding speeches
- + Wedding ceremony readings
- + Wedding gift for husband/wife
- + Anniversary gift for husband/wife
- + Bridesmaid/Maid of Honour proposal
- + "Thank you for being my Bridesmaid"
- + Wedding/anniversary gift to couple
- + Wedding day gift to parent(s)/stepparent(s)
  - + "Happy Birthday!"
  - + "I'm sorry for your loss"
- + "Congratulations on your new job"
  - + Engagement gift
  - + "Just because"

“

# I CRIED HAPPY TEARS...TWICE!

”

*I was on the hunt for something personal to give to my bridesmaids on my one year anniversary to say thanks again for making my day so special!*

*I told her lots of little funny stories about me and my gal gang...and oh my god, Clare delivered!*

*She had taken these random pieces of information and formed it together to make a poem that reduced me to happy tears!*

*I honestly couldn't believe how well she captured every little funny quirk I told her into one amazing poem!*

*I honestly hadn't expected to be moved so emotionally by the poem she created! It was perfect! And seeing the look on my friends' faces when they received them was so magic!*

*I was so happy with the poem, that even though I had my anniversary gift for my husband sorted, I couldn't wait to see what magic Clare could come up with for a poem about us!*



# HOW DOES IT WORK?

*what I need from you,  
and what you'll get*

To make the poem as personal as possible, I'll need some information from you.

Don't worry - I'll send you a list of pointers/questions for you to answer, that will help me gather all the information I'll need.

Depending on what you'd like your poem to say, I might ask things like:

- + What would you like the main 'point' of the poem to be?
- + If the poem is a gift, who is it for and what is your relationship with them?
- + Are there any specific stories you'd like to try to include?
- + If your poem is a gift to your future husband/wife, what are your favourite memories of the time you've spent together so far?



# TIMELINES

*what happens when, and  
how long does it take?*

As soon as you're happy to go ahead, I'll email you over your questions/prompts.

At the same time I'll pop you over an invoice for the 50% deposit.

Once I've received your deposit payment, I'll get working on your first draft.

A first draft can take anywhere between 20-40 working days.

As soon as I have something ready for you to read, I'll email it to you.

You'll then take as much time as you need with it, and get back to me with any thoughts/changes you have.

As soon as you're completely happy with everything, I'll send you the invoice for your remaining balance.

I'll email you the print-ready PDF - or if you've ordered the printed version I'll get that sent to the printers for you.

# WHY A PERSONALISED POEM?

*if it's for you*

Let me do the hard work for you.

I'll send you over some questions/prompts that'll help me write your poem, and you just send me over your answers.

And that's it; I'll do the rest for you.

It can sometimes be really daunting to write something like this.

Sometimes an outsider's perspective is all you need to help you get exactly what you're looking for.

“

*Clare created a beautifully personal poem for our new save the dates.*

*Clare's communication and customer service is simply first class!*

NICOLE

”

# WHY A PERSONALISED POEM?

*if it's for someone else*

Each poem is unique; no two that I write will ever be the same.

That means you're gifting something that's truly one of a kind.

It's something only they'll ever have; an incredibly thoughtful gift that they can treasure forever.

Some of my personalised poems have been used as speeches at weddings, so they've also acted as a little surprise for the couple on the day.

“

*I absolutely love it!  
It is amazing!  
She's going to love it!  
It is everything I'd  
hoped for and more!  
Thank you so much!*

”

LAURA

*who used her poem as  
her Maid of Honour speech  
at her sister's wedding*

# WHAT DOES IT COST?

## *the digital version - £65*

This is the most popular option. Once you're 100% happy with your poem and design, I'll send you the print-ready PDF files, for you to then do whatever you'd like with.

Pick up some lovely card from your local art shop and print your poem off at home, send it to a local printer, or email it to your recipient - it's yours to do whatever you like with.

## *the printed version - £85*

Once you're completely happy with the poem and design, I'll print it onto luxury 300gsm textured ivory card for you. Depending on the length of your poem, this is usually either 5x7" or A4.

This cost includes packaging and 1st class postage to any UK address. If you're looking to get it posted to somewhere outside of the UK, additional postage charges will apply, depending on where you're looking to send it.

“

*Communication  
has been excellent  
and I'm so happy  
with the end  
result!*

KATE

”

# FAQs

*how much notice do you need?*

Essentially, it's never too early to get in touch!

Poems usually take 20-40 working days to finalise, depending on how much information you give me and how many changes you request.

If you're looking for a poem really quickly, I'll do all I can to turn something around for you in a shorter timeframe, but there will be an additional fee of £20 if you need something within 10 working days.

*why are they more expensive than your pre-written poems?*

Incase you didn't know, there's a collection of pre-written poems available on my website, such as 'Will you be my Bridesmaid?', 'Will you walk me down the aisle?', 'Will you sign our register?', etc.

My personalised poems are more expensive because each one is completely bespoke. It takes me a long time to work on them, and the first draft that you see is the result of hours of work, trial and error.

You're paying for a fully personalised service and product, and just like anything else bespoke it costs that bit extra.



*Her poetry is completely unpretentious and heartfelt and brilliant.*

NOREEN



# FAQs

## *how do I order?*

Just let me know that you'd like to go ahead, and I'll send you the next steps!

You can pop me an email at [hello@claredesigns.co.uk](mailto:hello@claredesigns.co.uk), or message me on Facebook or Instagram. All my contact details are at the end of this guide.

## *do you need a deposit?*

Yes - deposits of 50% are due before I start any work on a first draft, and the remaining balance is due within 24 hours of your final invoice being sent.

## *why do you need a deposit?*

Deposits are there for the both of us - it means you've booked in time with me to work on your poem.

The remaining 50% is due when you're completely happy with your poem.

## *how do I send you a deposit?*

As soon as you let me know you're looking to go ahead, I'll email you over your questions/prompts, and will attach an invoice for the 50% deposit to the same email.

The invoice will have my details on it for a simple bank transfer - but if another means of payment suits you better please just let me know.







# CONTACT ME

*email*

[hello@claredesigns.co.uk](mailto:hello@claredesigns.co.uk)

*website*

[www.claredesigns.co.uk](http://www.claredesigns.co.uk)

*instagram*

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*Facebook*

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