

PROJECT:

Client wanted blog posts focused on the BENEFITS of London tourist spots. **Out of 15 interviewees, only ECS was hired.** Below is the sample we submitted to get the project.

ST. PAUL'S - WATCH REHEARSALS**1. NO NEED TO MISS OUT ON THE EXPERIENCE ALTOGETHER**

If the mass hours or special musical event schedules at St. Paul's do not fit your travel plans, fret not. You can STILL opt for the next best thing – attending carol service rehearsals!

They may not be 'LIVE' but choir rehearsals can be quite as 'spiritual' as well. For some, maybe even more so as there are often fewer people inside the church at the time of rehearsals.

2. FEEL UPLIFTED. Carol service is not just for those 'of the faith'. Today, more than ever, we need to grab inspiring moments when and where they're available.

So if you want to do something different that also tremendously lifts your mood... try attending choir rehearsals at St. Paul's.

3. FIND SOME PEACE. We go on vacation for many reasons but primarily we do so because we want a break from routine.

For many of us, 'routine' means a little bit of chaos. Work, deadlines, kids, chores... you know the drill.

Attending an exclusive carol service rehearsal at St. Paul's can help you find that little bit of 'peace' you may not have even known you needed.

VISIT LONDON'S OLDEST PUBS WITH A HISTORIAN

1. **Get the REAL pub experience.** Many 'old pubs' have been modified for tourists. If you want true Old London drink and grub... let yourself be led by a historian.
2. **Avoid the tourist crowds.** Your historian will know exactly where to bring you, i.e., which pubs have not yet been overrun by tourists.
3. **Avoid getting lost!** Believe it or not, it can be hard to find London's oldest pubs on your own. In a guided tour, you can find them easier and faster. Great if you're on a limited time during your visit (or just don't want to get lost).
4. **Get the REAL STORY behind certain pubs.** Gossip, rumors, drunken tales... Part of the charm of old London pubs are all the old stories surrounding them. Facts or myths? Only a good historian will know. (No, Google does not know everything.)