

HE LEARNS THE BUSINESS QUICKLY, WRITES LIKE AN INDUSTRY VETERAN



Sica | Fletcher is a strategic and financial advisory firm continually ranked by S&P Global as the #1 insurance M&A advisory firm. The consultancy works with insurance brokerage leaders to chart their course, advise on options, and execute optimal deals.

Sica | Fletcher publishes bi-monthly thought leadership and research pieces highlighting M&A trends in the insurance industry and offering insight into the current marketplace. Pressed for time and needing to integrate insight from multiple partners for its [2024 annual report on insurance mergers and acquisitions](#), it sought the services of a

professional ghostwriter. A business associate referred Sica | Fletcher to Craig D. Guillot, a writer and content strategist with over 15 years of experience in the financial services and insurance industries.

Guillot gathered research from the team and held a discovery call to refine the audience and goals and walk through the concept. He then produced a comprehensive outline for review and feedback before writing a first and final draft, producing a completed product ready for design in only three weeks.

"He pulled it all together from three different partners with one writing style, improving the writing of all the separate authors and formatting the entire report into something we could never do on our own," said managing partner Michael Fletcher.

Fletcher noted the report was a success, and it saw more than 1,000 downloads by insurance industry professionals and brokerages.

"One thing that makes Craig unique is his ability to understand our business quickly, which makes his writing sound like it came from an industry veteran. To me, that is probably the biggest value add," said Fletcher.