

# WRITING SERVICES: QUICK TIP SHEET



## When words fail you, why you need to outsource?

Ever since I could talk I have been a whizz with words. Writing is how my career began. My skills can really add value to every client's campaign, whether it is honing a sharp media release, seminar speech or delivering a one-line pitch email to a busy news editor.

We all have our talents, some learned, and some we are born with. I feel like writing is my DNA and thankfully I enjoy writing as much as ever. So, if you have a web site that needs 'wordsmithing' (hmm, is that a real word?), a killer proposal that could use thorough edit, or an award entry that needs some finessing, consider our writing and editing services. We do it all!

***"Either write something worth reading or do something worth writing."***

Benjamin Franklin

### Top tips to choose a writer:

**1.** Determine your writing needs. This means first defining the goals of your marketing campaign in terms of both the results you expect and the media you expect to use as part of it: flyers, brochures, sales letters, postcards, Web content (pages and podcasts), radio ad copy or video scripts. Knowing the scope of your project before you start looking for a writer will help direct your search for the best writer for that job.

**2.** Outline what you expect. Does the writer need to have a strong background in the subject, or do you want someone who can approach the project as an outsider and bring a new perspective to the copy? Do you want someone to devise new angles, write advertising copy, do light editing, or do you want a writer to develop an overall marketing strategy and produce the materials to implement it?

**3.** Consider the deadline. If you want fast turnaround on a highly technical project, you need someone who has considerable experience with the subject matter to target your copy and get it done right sooner. If you are developing your materials slower, you may want to hire a writer to learn along with you, or bring in writers as needed. For example, engage a writer who can define your strategy and produce style sheets for subsequent writers to follow.

**4.** Get referrals. Find out from people in the marketplace or within your own company who they recommend and always find out why. A social media 'shout out' can also help the vetting process or at least give you some warm leads.

As a former journalist and seasoned business writer that is well-accustomed to crazy deadlines, Amber Daines can write up a storm and create copy you will be proud to call your own.

*Amber Daines*

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