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INTRODUCTION

Introduction

Before we get started, please forgive me for indulging my inner child for just a moment...yippee! Summer is finally here! (Ahh, that's better. Just had to get that out.) I hope that in the midst of your exciting warm weather plans—trips to the beach or park, vacations, barbecues, etc.—you'll find a couple of minutes to read this issue of *WriteTips*.

Keeping in mind that most folks are probably hoping to be outdoors as much as possible (which isn't always conducive to hauling a laptop around), I decided to make this issue somewhat abbreviated. Instead of oodles of tips to help improve your writing, I'm only offering three this month. But they're very important bits of information, so I hope you'll at least scan the following article—or maybe save it for a rainy day when the fresh air and sunshine isn't beckoning. Have a great early summer, and we'll talk again in a few months!

Best,
Cassie Hart

Feature Article

3 Steps to Great Content

You've probably heard this saying millions of times: content is king. But it's advice worth repeating. You can have the best looking brochure on the block or the most wonderfully designed website in the world, but if your content doesn't clearly convey the information your clients want to hear, chances are your marketing collateral isn't working as well as it should. Below are three essential elements that results-driven marketing content must display. Make sure your copy is:

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1. Understandable.

It goes without saying that content should be clear and well written. But your collateral won't reach its potential if the audience isn't taken into consideration before the prose is published. Think about who will be reading the text and ask yourself what they want to know. Even better, don't just guess...ask a few potential customers what *they* want to know! Then consider your audience and write your words in a way that will resonate with your readers.

2. Accurate.

We've warned about the perils of spell check before, but truth be told it is a nice feature to have—if you don't totally rely on it. Spell check will catch misspellings and typos, but be sure to have a human pair of eyes read over the text, too. Words like *their* and *there* might be interchanged and spell check won't blink an eye—er, cursor.

Always double check facts and figures, too. Publishing an interview with a helpful source? Make sure to get his/her name correct, and always verify the spelling of the business name and website. And remember, the best way to catch errors is to put the draft down for a day or so before re-reading it. And even then, it's helpful to have someone else proofread. Another set of eyes can catch glaring errors that the writer may have missed.

3. Interesting.

Go ahead—get creative! Your words can be personable and still be professional. For example, let's say you're looking to publish client testimonials and you have a customer that has said wonderful things about your business, like:

“Wow! XYZ Carpet Cleaning rocks! They blasted the dirt from my area rugs and now it's nowhere to be seen. I love these guys!”

These are the words of a truly excited (and satisfied!) customer. They convey a sense of energy and enthusiasm about your business. So what if the language isn't “professional”? It's clearly complimentary of the service provided, and it's honest. Go with it!

See? I managed to keep this article under 500 words, which is pretty darn brief. Even so, I hope you found it understandable, accurate, and at least a little bit interesting. Now, go outside and enjoy the sun!

FEEDBACK CENTRAL

Have suggestions or comments about how to make this ezine even better? I'd love to hear from you! Are the articles useful? Have any of these tips helped with your own writing? Send me an [email](#) and let me know how I'm

doing!

ABOUT CASSIE HART

Over nine years of professional writing experience has afforded me the opportunity to learn the finer points of writing efficient, effective, and creative copy. Press releases, brochures, newsletters, website content, and articles are among the many types of marketing and promotional communications I regularly generate for clients. To discuss potential projects not listed here (or to obtain more information about any project types listed above) please [contact me](#). All initial consultations and estimates for projects are FREE!

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