

MIX

SIZZLE & SHAKE

As a Content Writer for Business, my mission is...well...YOURS!

So How Can I Help?

Dazzling content is created, not born, and the highly concentrated work, diligence, and creativity demanded of your key writer(s) cannot be understated. So, as a way of introduction in this first Newsletter, I am giving you a short note as to how we bring that magical Mix, Sizzle and, yes, may even suggest some things to Shake your business content creation for maximum impact and positive results. Something to think over.

To You...a Most Appreciated Client, Friend or Colleague,

The problem with me is that I don't tend to think outside of the box...I live there.

I don't know if that's a bad thing. But many will think it is, I suspect.

Sometimes it's lonely on the outside, I admit. But it seems to me that with everyone looking to think outside the box these days, I have the advantage of existing in this free thinking fresh air zone out here.

Because I have been in business for a long time now, I find myself quite comfortable, in fact, hanging around in the outer fringe. I've experienced a lot and keep learning more here, too.

Why I'm sharing this outside "insider information" with you is because I'm looking out for your best interests and let's face it, so are you. So...to get back to you, here's why this matters. Continued...

Write Mix For Business Impact

Sometimes the impact of your marketing campaign falls flat if the content created throughout the program isn't up to par or isn't in line with key customer needs and interests.

Old school marketing dictates an "all about me" orientation that will not resonate with today's buyer or in the buying process using today's electronic media.



will help make sure your business communications are relevant to your key audience by:

- creating interest
- building relationships
- increasing loyalty
- elevating your reputation and credibility
- crafting engagement content
- committing to customer-centric writing/marketing efforts
- offering ideas, topics and suggestions for better ROI
- meeting deadlines always
- staying industry up-to-date

CALL 412.384.4924 to discuss your needs...

Sue-Ann Bubacz

***You want your business to stand out.** You want to be noticed and you want to be awesome in your particular niche in the big bad business world. You need to jump outside the box.*

And more than anything, you want and frankly, you need, to differentiate yourself and your company/product/service out there among the mega traffic that is the internet...a now integral part of marketing for every single business of every single kind. Period.

But you need to get different. Your approach to business and every department of your business needs to change. It's a perfect time to rethink things; to make sure your company is a living and breathing, and not a stagnate, organization.



And then you have to remain in perpetual motion, in an evolving and purposeful way, to continue to grow and to profit in the ever erupting, tumultuous business environment of today.

You know that creative and impactful content is an asset essential to your company's success. That is, success at every level, and why I want to help you by increasing your value, building reputation and bringing results to achieve your goals. And at the same time, save you time to handle business.

I'll write for your business as if it were my own, so you can do what you need to do, knowing you can expect my best effort on any and every project.

If you need professional writing help, I look forward to bringing you a fresh perspective to help you help clients in a unique, out of the box fashion.

Please contact me for a test run and I'll prove I can help you connect/convert/communicate to meet and exceed (your) business objectives. SueAnn@WriteMixforBusiness.com