

How I turn Words into Cash

Think about it, can anyone can anyone turn a letter or words into cash?

Of course you can, that is exactly what I do for my clients everyday!

Copywriting that is clear, concise, and crisp, also convinces. If a customer believes your product is of quality and will meet his or her needs then you have solved a major problem for them and secured a sale.

Words placed correctly that anticipate needs, signal to the buyer that you understand the problem they face. How many times have you been forced to scan copy before purchasing something bewildered as to whether or not this product will solve your problem?

As we all know, a successful sale is always a question of trust. This trust is based on evidence – proof that your product can deliver on its promises. It is the things that the consumer can see and read that make the first, and the lasting impression. It is the words that create the cash.

My skills as a writer will all but guarantee that this impression will be positive, lucrative and powerful.

Why?

I understand consumers. My training in film production means that I must know exactly where the audience is, and what they are thinking at all times. My experience as a Professor means I know how and why people learn. My knowledge and command of the language means I can use words that are efficient, meaningful and influential.

Therefore, isn't it about time you began to use the power of words?

They can be turned into cash, right before your very eyes.

Consider a freelance writer who can be very focused, yet creative, is more flexible, can offer higher quality and is faster and cheaper than your current or in-house writers.

So, while you wait, your competition may already be reaching for the phone. Can you afford to lose your competitive edge? Thousands of dollars may be absent from your bottom line.

Call now and find your missing money.

Advertising • annual reports • articles • booklets • brochures • business plans • direct mail • employee communications • film scripts • fliers • newsletters • posters and signs • press releases • proposals • radio commercials • reports • sales letters • seminars • slide presentations • speeches • trade show display panels • training materials • TV commercials • videotape scripts • web pages.