

Subject: I'm talking to you, yes you!

CopyBard INC.
Write on target.



HOT COPY

A Monthly Dose Of Communications Caffeine

May/2009

Welcome to your monthly communiqué from me, the CopyBard.

Hot Copy offers you a **writing tip or three** -- as I know you may be struggling to do it yourself these days. Look to these fast insights to ease your writer's block and strengthen your self-made copy.

Three Ways to Stop your Readers Dead in their Tracks:

I. Get personal

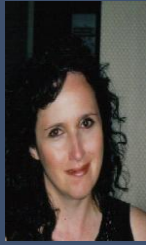
a) The more customized the approach, the better. Personalize your writing – and ensure your headline talks specifically to their business needs. Also, write your copy as if you were speaking to just one prospect, not all readers.

II. Understand their pain

a) Great marketing copy draws people in with an understanding of the problems they face. They'll pay attention if you truly capture what keeps them up at night. Then, the trick is to compellingly follow it up with the ultimate remedy: your product or service. Know their pain, provide a solution, and you will see results.

III. Be specific

a) For goodness sake, don't use vague claims, generalities and annoying business doublespeak. Ground your copy in strong specifics and it will be far more credible. It will also come alive...and so will your audience



Recessionary Times Call for Strong Marketing

And no, this does not have to cost a lot. A seasoned and swift communicator like myself can economically:

- **Update your web content**
Refresh your information and reinforce your message
- **Create a corporate brochure or sell sheet**
Announce your new product or service
- **Generate buzz**
Write a newsworthy media release
- **Craft a quarterly client newsletter or a monthly business blog**
Stay top of mind and increase traffic to your website

Interested in a FREE Half Hour communications review?

Just ask me.

Learn more about CopyBard Writing Services. www.copybard.com
Or call Laura Ranieri at 416-738-2679 - or **email me** - for a competitive hourly or per project quote.

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Copybard Writing Services | 51 Summerhill Gardens | Toronto | Ontario | M4T 1B3 | Canada

