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Subject: from copywriting to egyptian hieroglyphics...
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CopyBard INC.
Write on target.



HOT COPY

Your Dose Of Communications Caffeine

August/2010

Toronto Copywriter heads to Cairo and beyond
From marcom writer to travel journalist
...Returning to business copywriting August 28

READ MY BLOG at www.myegyptadventure.com

So, this copywriter is putting down her business marketing hat for 3 1/2 weeks to venture to Egypt for a heart-stopping travel journalist adventure!

No - it's not just that *same old same old* "Giza Pyramids, Cairo museum, down the Nile, Karnak, Valley of the Kings and home" tour. It's a very special journey sparked by a personal passion that will take me into mysterious Pyramids seldom entered. Temples rarely seen. And regions unknown to the average traveler. And stay tuned for a special Archaeology Alive 2012 tour package I am creating out of this exploratory trip through www.yourjourney.com.

On the trail of Akhenaten - the rebel pharaoh

Last March, around the time of the Tut exhibit in Toronto, an old fascination with a heretic Pharaoh grabbed hold of my heart and would not let go. Akhenaten.

Freud called him the inventor of monotheism. The inspiration for Moses. The very first idealist. Upon googling, I learned that his badly damaged mummy was just recently identified, and that through DNA testing, he has also been proven to be the father of Tut. Back in 1353 BC, King Akhenaten followed a vision and radically

moved the Egyptian capital hundreds of miles down the Nile from Karnak to Middle Egypt - to start a new city and religion worshipping just one god, the sun god, Aten. It all lasted 15 years. His magnificent desert kingdom (where Tut was born) was destroyed by his enemies after his overthrow. But not entirely. ***And that is where I am going - along with many other unique and fascinating sites.***

New interest in Amarna/Middle Egypt region

I learned that small teams of archaeologists have been hard at work unearthing and piecing together the glorious ruins at Tel Amarna, including Akhenaten's great tomb, temples, all bedecked with stunning and unique art . New museums, site openings, better tourist access, improved roads and superior hotels are making travel Middle Egypt tourism not only possible, but truly enticing for the many Egyptology buffs and fans of the rebel king, like me.

The focus

My passionate quest for to know Egypt and Akhenaten.... plus all the sights, sounds, discoveries and tourist "need-to-know" details about travel in the country today for egyptology buffs and the adventurous-minded.

My Egypt Blog you can follow

www.myegyptadventure.com

The 2012 tour

Contact me if you want to be on the mailing list for this exceptional Egypt with Amarna adventure.

Top three reasons to hire a copywriter this September

1. Because we say it better than you

Face it, you are too close to your business to see the forest for the trees. A professional copywriter brings objectivity and the keen ability to synthesize your most compelling business messages into clear compelling marketing language that speaks persuasively to your customers. Early September is a great time to get a little CopyBard communications consulting and advice to spruce up your web, business collateral or newsletter copy. Perhaps even plan a DM campaign or an expert article I can pitch to magazines for you.

2. Because you don't have the time!

Sure, you could struggle to write it yourself - but that would take away precious time from running your business. A professional copywriter can work quickly to deliver dynamic content, headlines and messaging - alleviating your fear of delays, missed opportunities and painful writer's block.

3. Because strong marketing writing sells

Boost your Q3 and Q4 sales with a copy overhaul this fall. Don't compromise your communications with homegrown writing. Trust me, it shows. Professional writing gives your business a polished credibility that is very powerful and can actually increase your revenue potential. Simply put, clear and persuasive marketing writing sells!



Compelling Copywriting for Better Marketing Results

Great marketing does not have to cost a lot. A seasoned and swift communicator like myself can economically:

- **Update your web content**
SEO optimize, 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 or by-lined article
- **Craft a quarterly client newsletter or a monthly business blog**
Stay top of mind and increase traffic to your website

Know anyone who needs a strong writer?

Tell them about CopyBard. Or forward this newsletter.

Remember - I'll be back August 28 - and will be emailable through the month!

**[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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FREE 10 Minute Copy Review - *ACT NOW!*

**Get a fast evaluation of your website, brochure or other marketing piece...
courtesy of the CopyBard.**

A great way to start any new project is [contact me](#) to do a quick scan and evaluation of your existing marketing materials. Yes - a free professional assessment of your current copy. This will give you an idea of how I might be able to help you achieve better communications results. At the very least, it will give you some actionable items to improve your marketing - at no cost or obligation.

Offer Expires: September 30, 2010