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**Subject:** What the Pharaohs knew about good writing...  
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**CopyBard** INC.  
*Write on target.*



## HOT COPY

*Your Dose Of Communications Caffeine*

September/2010

Hey - it's September and the start of a fresh new work season. What's your communications plan for this fall? Here are some fun insights to start you thinking.

### ***Top three things the Pharaohs knew about good branding and writing***

#### **1. Repetition and consistency mean lasting success**

There's that Amun god again, all over this temple and painted in the same stilted pose. Well, it certainly reinforces which pagan deity was numero uno in Seti I's time. And that egotistical Ramses the II. His massive stone face is simply everywhere in the country. He's more shamelessly self promotional than Oliver's Jewellery! But I do remember him, and am convinced he was the top man to go to for Egyptian leadership in the 19th dynasty.

Companies today also need to brand themselves and build enduring businesses using as much bold repetition and consistency as the ancients. Make sure you get your name, face and message out there powerfully and so people will eternally think of your company when they need your services.

## 2. Copywriters rule!

Scribes were among the most revered of ancient Egyptians for a reason: their great copy skills. Pretty paintings of gods, cobras and kings would have been much more fun to draw/carve on tomb walls, and less time consuming than complex hieroglyphic scripts. But most tombs and temples are covered with detailed ancient Egyptian writings by the scribes. Even more than graphics, the ancient Pharaohs felt that script (copy) was a powerful necessity to ensure safe passage to the afterlife. They entrusted that important writing - gorgeous passages from the book of the dead, etc -- to only the finest and most skilled scribes! So should you.

## 3. The power of papyrus

Sure, it's not very 2010 or environmental, but if you REALLY want to stand out from the pack, why not do some old fashioned printing and "snail mail"? The ancient Egyptians loved their papyrus scrolls - yesterday's equivalent to the letter, DM package or brochure. There is something about the tangible piece of paper that arrives in the mail and that you can tuck into your binder that has an impact far greater than the ubiquitous business blog or website.

And I do practice what I preach. In addition to this e-newsletter, I just launched my first printed DM letter campaign to some insurance contacts this week. Why not test it yourself?

**Save \$200 on my services -- scroll to the bottom of this email for my 'Back from Egypt' September special!**

**Read my communications story this month in [Canadian Insurance, Top Broker](#)**

I am pleased to have a communications writing piece in the September 2010 issue of [Canadian Insurance Top Broker](#). It is called "Make your insurance CEO sound like a Superstar".

**So yes, I am back from 3 1/2 weeks in Egypt. It was an epic adventure in which I:**

- **Climbed into 5 pyramids** (there are about 123 in the country)
- **Entered (sometimes slithered) into about 40 ancient tombs**, often in 50 degree celsius heat
- **Cruised the Nile on a big ship** -- and also a couple of tiny feluccas
- **Snorkeled the Red sea** alongside moray eels and lion fish
- **Rode camels to monasteries at dawn**
- **Smoked non-tobacco peach shishah** on bedouin cushions in a Cairo

Egyptian restaurant

- **Interviewed two top archaeologists** - Dr. Barry Kemp and Dr. Andrew Bednarski
- **Ate fresh dates in towns that time forgot**
- **Experienced dozens of sacred temples** in almost complete isolation, far from the tourist throngs.
- **Photographed and filmed the whole damn thing** on a new Canon Vixia - video editor please!

**Phew! Are you still reading?**

### **Travel Journalism on my trip**

Anyway, this does all relate to writing. I will have feature articles coming out in both [Ancient Egypt](#) magazine (this December), England's top Egyptology publication - and [Dreamscapes](#). These are journalism accomplishments I am most proud of, extending my repertoire beyond corporate and marketing copy.

**READ MY BLOG** at [www.myegyptadventure.com](http://www.myegyptadventure.com) - I am ALMOST up to day 6 or 7 or so - 10 more to go with pictures!

**The 2012 Egypt "Archaeology Alive Tour" with [www.yourjourney.com](http://www.yourjourney.com)**

Want to go to Egypt yourself? [Contact me](#) if you want more information on my upcoming February 2012 "Archaeology Alive" Egypt with Amarna adventure.



### **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.

[Learn more](#) about CopyBard Writing Services. [www.copybard.com](http://www.copybard.com)  
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or per project quote.

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Offer Expires: September 30, 2010