

When clients want online copy for their website, what do YOU do?

- A. Offer to write it yourself.
- B. Wring your hands and worry that you've failed a client.
- C. Suggest your cousin Bob. After all, he teaches Grade 9 English.
- D. Confidently reply, "No problem, we can take care of it for you."

*See correct answer below

It's a common problem. A client, let's call him John, needs a website and you build him a great one. But then John is stuck, because he needs well-written content, and he KNOWS he can't write it. Or he doesn't have the time. And you know YOU can't. And uncle Bob sure can't.

So John ends up with the equivalent of a beautiful new house furnished with . . . well, you get the picture.

John isn't happy, because he knows his website is mediocre, and you're not happy because you don't have a happy client.

It doesn't have to be that way.

I'm a professional writer for the Internet. Just as you design exceptional websites, I craft first-class online content that:

- Is clear, concise, grammatically correct, and error-free.
- Is written specifically for the interactive online medium.
- Engages prospects immediately. It's reader-centric.
- Draws visitors further into the site with clear directions.
- Uses a fresh, human voice to build relationships and engender trust.
- Makes strong calls to action.
- Increases sales and improves customer loyalty.

Experience the Power of Clear Writing!

PMB 107 PO Box 8000 Abbotsford BC V2S 6H1 Canada

Content that, coupled with professional web design, makes my clients happy. And it gets results – the websites project a professional image, communicate clearly, and generate sales. A classy house with terrific furniture. Happy clients.

That's the way it SHOULD be.

I take on all sorts of writing tasks – sales letters, brochures, newsletters and the like – but I particularly like writing for the Internet because, to be honest, it needs people like me.

So much online material is anaemic, vendor-centred, and error-ridden. Many people pay great attention to web design and then seem to add the content almost as an afterthought. Sometimes it's embarrassing. I want to help change that.

Specifically, I'd like to explore the possibilities of partnering with you so that we can provide your clients with the professionally crafted online content they need if their websites, e-zines, and newsletters are going to succeed.

As I see it, professional web design and online writing go hand-in-hand – they complement each other. And neither is complete without the other. When they're both present, the results are successful projects and happy clients.

Will you consider partnering? You can learn more about the services I offer by visiting www.elitewords.com. Or if you'd rather just call, we can chat and discuss ways that we can work together to better assist your clients. I'm flexible and open to any ideas.

You can reach me direct and toll free at 800.864.9152. Or email me at info@elitewords.com.

I look forward to talking with you

Phil
elitewords.com

P.S. As you've probably gathered, happy clients are important to me, so important that I guarantee happiness. If a client isn't happy, I write, rewrite, and edit until she is. At no extra cost to her. That's my guarantee, and it works.

Jeff Curnew of the *Self-edit* web design firm in Abbotsford wrote me:

Phil, I'm impressed by the attention to detail in your online writing. When I really study the text, I see that every word counts and you've got it all working together. What you write really works.

Jack Beyer, an artist for promotional products in the Valley, says this about the web copy I wrote for him:

Astounding! I love it! The home page works wonderfully. Thank you so much!

These clients and others have discovered how professionally-crafted web content dramatically improves their business. Give me a call so we can explore how your clients can benefit as well.

* P.P.S. The correct answer? It depends. But it CAN be, it SHOULD be, "D."