



A blog turns your computer into a low cost profit center!

IN TODAY'S WORLD... YOU NEED A BLOG!

Consider this...

- How many people do what you do?
- How many are willing to do it cheaper than you?
- How can you prove to more people that **you are worth the money?**

Working with a professional copywriter enables you to impress your clients with informative, intriguing,

insightful, and entertaining blog content that establishes you as a leader and an expert.

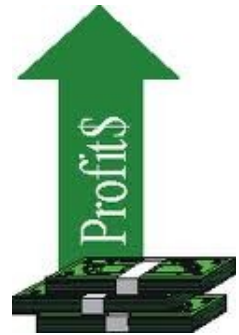
The result...

You are worth more to your clients and they won't walk away when the guy down the block is a nickel cheaper!

But you already have a website...

Great! Chances are you don't get the results from it that you should be getting.

Combine a copywriter with a new blog and you will sell more, create a bigger database, and give yourself a nice pay raise in the process!



START PUBLISHING A NEWSLETTER

Ready to increase your ties to the community and get your phone to ring?

Then you need a newsletter!

People love information, especially when it's free! Business cards end up in the round file, while a newsletter almost always finds its way into a prospect's home, even if it is just for bathroom reading. All jokes aside, a newsletter just like this one



will establish your expertise, give you credibility, and provide exposure. They can also be used to drive traffic to your website.

Since budgeting is almost always an issue, a good copy-

writer with marketing skills can help you find sponsors/advertisers that can whittle your cost down considerably.

This is cool...

Those advertisers will be out there handing out **your** newsletter.

The best part is...

You don't need to know how to do any of this! That's the copywriter's job.

“NEWSLETTERS ESTABLISH YOUR EXPERTISE, GIVE YOU CREDIBILITY, AND PROVIDE EXPOSURE.”

This newsletter has been provided as a free service by

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Moving your business in the “write” direction!
Free initial consultation

CREATIVITY AND INGENUITY WINS

While some businesses might experience success in today's economy based solely on location and history, most will not. Competition for a customer's dollar extends across the boundaries of your niche as families are forced to evaluate every buying decision. As a result, your ability to thrive will frequently depend on your willingness to

consider alternative ways of generating leads and referrals. Yes, this will often mean a little extra time, effort, or thought, but you've heard the saying “It is what it is.”

Out-of-the-box thinkers are rewarded in a recession, and by exploring your resources and aligning yourself with the right partners, you can

separate yourself from the pack and become more distinguished in your field. AND, if you are already in that coveted place, you'll further your lead vs. the competition!

