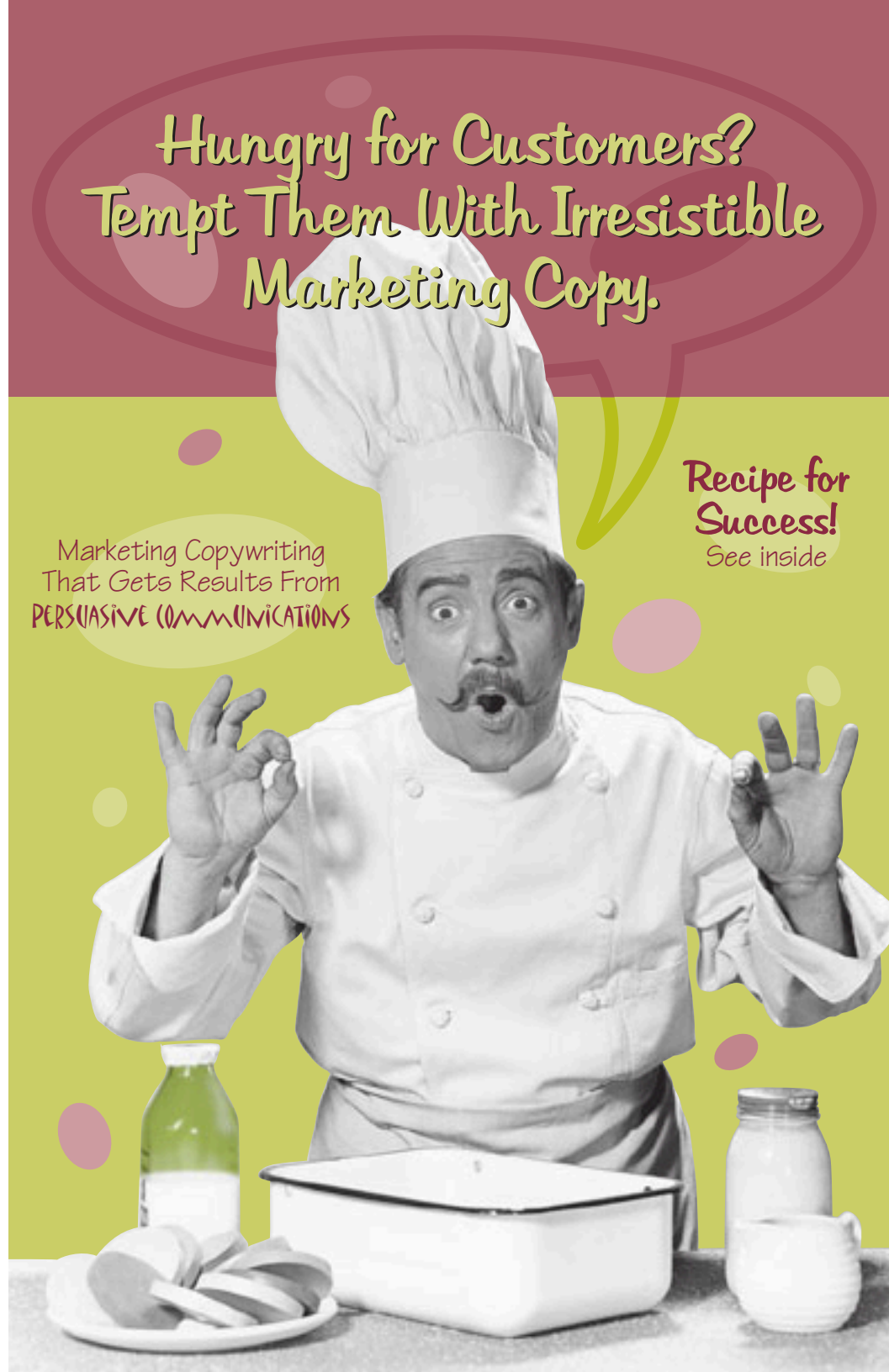


# Hungry for Customers? Tempt Them With Irresistible Marketing Copy.

Marketing Copywriting  
That Gets Results From  
PERSUASIVE COMMUNICATIONS

Recipe for  
Success!  
See inside



# Turn Your Stale Projects Into Fresh Ideas

Do your bland press releases leave readers flat?



Is the news in your newsletter as dull as leftovers?

Are your web customers starving for tastier content?

**Persuasive Communications can put the sizzle back in your marketing materials.**

We specialize in marketing copywriting. You could say it's the meat-and-potatoes of our business. We'll turn your company or product message into savory copy. Copy that connects with customers, creates an effective marketing message, and brings bigger results.

# Our Recipe for Success

## SUCCESS

1.

**Start with careful preparation.**

We'll sit down and talk about your goals for the project. Together we'll define the essential ingredients to make your project a success.



2.

**Next, cook up a hot concept.**

We'll rack our brains and stir up some innovative ideas to perk up your project. We'll concoct some compelling copy and season it with just the right style and tone for your project.



3.

**Then, serve it up fresh to you.**

We'll deliver your project just the way you ordered, exactly when you expect it, with no cost overruns. Your customers will find it simply irresistible. You'll get delicious results.



# Menu of Expertise

What kinds of projects can we add to your marketing mix? A versatile smorgasbord guaranteed to please.

Check out a sampling from our menu of expertise.

## Appetizers...

Light and enticing starters to whet the palate.

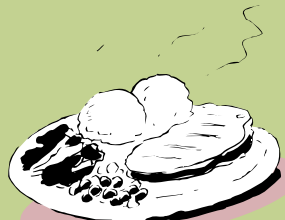


### Press Releases

Editors receive volumes of press releases every day, yet they pick only the choicest few to turn into stories. We'll develop a targeted angle that sends your release to the top of the pile.

### Sales Letters

Sales letters are an affordable way to get your message in front of qualified prospects. We'll grab their attention with an emotionally appealing, benefit-focused letter that sells.



## Main Entrees...

Meaty substance for readers to chew on.

### Brochures

Brochures are the marketing tools most commonly used by companies to promote themselves. Whether you need to foster long-term brand awareness or pull in quick sales, we'll create a profile that tells your unique business story.

## Web Sites

If your web content doesn't click instantly with your customers, they'll click to another site. We'll create compelling copy that turns visitors into repeat customers.

## White Papers

A white paper can effectively position a product or spotlight a new technology. We can craft a technical or business white paper that provides customers with an extra layer of information for a detailed understanding of your product.



## Desserts...

Delicious treats to linger over.

## Newsletters

Whether your goal is to keep your name in front of your customers, inform them about new products, or become a resource for expertise, we'll create a professional voice for you to share your information.

## Catalogs

Need clear and concise catalog copy without the distracting fluff? Or maybe you're trying to dress up your product with enticing copy? Whatever your need, we'll create the perfect style to promote your products and heighten the shopping experience.

# Serving You is Our Pleasure

We get a real kick out of serving clients. We love crafting copy that makes marketing efforts jell. And when you work with us, we'll be dishing up some hefty portions of the following ingredients. We think you'll relish the experience.

## **Creativity**

Engaging, market-fresh ideas, compelling copywriting that's free of cookie-cutter concepts, expressing the distinctive personality of your company.

## **Commitment**

Service that's friendly, prompt and personal, catering to your individual needs, watching carefully over the smallest project details, and never compromising on quality.

## **Confidence**

Seasoned professionals who can whip up a rich and tantalizing batch of persuasive copy for companies of any flavor – Microsoft, Frank Russell, iJoin, ExxonMobil, and Delta Airlines, to name a few.



# Order Up!

Call or email our chief cook and bottle washer, Laurie Lonsdorf, to set up a free consultation. She'll let you know what it takes to bring to boil your simmering idea. Hey, she might even treat you to a cuppa joe.



You can learn more about Persuasive Communications by visiting our web site. Take your time, browse around, and download samples that we've cooked up for other great companies.

t 206.764.9980  
e [laurie@persuasively.net](mailto:laurie@persuasively.net)  
w [www.persuasively.net](http://www.persuasively.net)



 **PERSUASIVE  
COMMUNICATIONS**

6004 12th Avenue S, Studio 9  
Seattle, WA 98108  
206.764.9980  
[www.persuasively.net](http://www.persuasively.net)

*We create the words that bring you customers.*