



7 Ways a Writing Firm Can Increase Your Profits – No Matter What Your Business Is!

Presented by
New Media Words, an SEO Writing and Internet Marketing Firm

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The 7 Benefits of Hiring a Writing Firm

If you've never used a writing firm, you might not realize the value they can bring to your business. This is particularly true in this age of new media (eg, blogging, social networking, viral marketing, etc.).

Business is all about communication – whether it's a blog, website, sales letter, brochure, newsletter, etc. And, to stay top of mind with customers, you have to constantly be in contact, especially in this – the information age.

If your sales are stagnant or nonexistent, if you are working harder to bring in referrals, retain old customers and attract new ones, consider the measurable results a writing firm can bring to your business.

Even if you think your business is “doing okay,” a writing firm can inoculate you against tough times, which every business has to weather at some point.

Are you greasing the pipes now for future earnings; is your pipeline constantly full; are you converting referrals into paying customers? If not, the time to pay attention to them is not when sales dry up, but while they're chugging along nicely.

No matter where your business falls in profitability, following are seven benefits of hiring a writing firm.

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1. Professional Image: Anyone can write copy for a website. However, can they write effective, professional copy is the question.

A website is a business' face to the world. If there are spelling errors and grammar gaffes, dead links, poor design, etc., what type of image does that convey?

Have you ever thought about how many customers you may be losing because your web copy isn't all it could be?

How a Writing Firm Can Enhance Your Business' Professional Image

a) Provide cohesive copy: Websites are designed to sell – a service, a product, an image, etc. Every word of copy counts towards this objective.

Because writing firms employ professional copywriters, they know how to make copy sell. They know which words and phrases to use to motivate prospects to take action (eg, buy, sign up for a newsletter, refer a friend, etc.).

For example, did you know that every sales page should have a P.S.? Do you know why? Did you know that the word FREE – even though it's overused – is still one of the best ways to attract prospects?

If implementing tips of the trade like this increases your website's conversion rate by only 2-3%, this could mean thousands of extra dollars to your company's bottom line.

It's a professional writer/copywriter's job to know techniques like this, just like it's your job to know the ins and outs of your business.

b) Writing for the web: Did you know that writing web copy is different from brochure copy, which is different from sales letter copy, etc.?

How is web copy different? As surfers scan websites (as opposed to outright reading them), paragraphs should be shorter – no longer than 3-4 lines.

There should also be lots of white space and bold headings to break up and introduce forthcoming thoughts and ideas. This makes copy easy to read – quickly, which is what most want.

By breaking up copy in this manner, readers can quickly find what they are looking for. Most web surfers are looking for information. They don't want to read a novel; they want to zero in on the answer to their question/problem.

How your web copy flows will make the difference in whether a reader stays on your site to find what they're looking for, or moves on to your competitor's site.

c) Being a resource: The fact that you have a website says a lot about your company. But, having a site is not enough. Updating it with fresh, relevant content is what will keep

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customers coming back.

If you're a mortgage broker, for example, adding industry articles to keep your visitors informed is a great way to make your site "sticky."

If your website/business is the first one a potential customer thinks of when they have a question, how likely do you think they are to use you when it comes time to buy the type of product/service you're selling?

Consider this: According to the website itFacts.biz, 74% of men and women research online before buying. The number one way to make sure that your business is part of their returned results is via relevant, updated content.

How many potential customers are you missing because you're not "popping up" in search results? Relevant content is constant food to search engines. So, feed the hungry monster, and watch your business' bottom line increase!

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2. *New Ideas:* As a business owner, you're probably busy enough with the day-to-day workings of your business.

A writing firm can help you to implement those ideas you have backburnered, haven't gotten around to, or never even thought of in the first place.

For example, do you have a newsletter, a blog, a brochure? Would you like to offer seminars, workshops or hold conferences?

If you'd like to upgrade your services, but simply don't have the time or wherewithal to prepare the information needed, outsourcing your writing needs to a writing firm can be invaluable to your business.

Just think, how much could you add to your bottom line if you were able to implement even one idea that you've been putting off?

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3. Stay Abreast of Technology: Would you like to offer e-classes, webinars, produce podcasts and/or videocasts?

Don't know what a podcast is? Wouldn't know where to begin formulating a webinar?
Don't have an e-newsletter?

Technology is instrumental to business growth. It doesn't matter what your business is, if you are not using technology as part of your marketing efforts, you are missing out on new and repeat business.

Consider this: According to Mantis Technology, a web design and consultancy company, up to 90% of people who visit your website are *not* ready to buy? Simply having a "Subscribe to Our Newsletter" box on your home page allows you to capture visitor details and build a database of highly targeted leads.

Do you have a newsletter? If not, it's like having a brick and mortar store with no employees on hand to service customers.

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4. Save Time & Money: In business, time is money.

If you've been meaning to have your company's brochure redesigned, have your web copy updated and/or send out a sales letter in time for tax season — but can never find the time — it's costing you money.

Every time you find yourself putting off a project because you “just never seem to get around to it,” ask yourself, “How much is **not** having this done costing me in potential sales?”

If sales have been stagnant or receding and you find yourself working harder and harder, ask, “Could I be working smarter, not harder?”

One of the hardest things for the self-employed is getting help before a crisis is reached. Small business owners who realize early on that the more successful they become, the more they will have to outsource services, achieve success faster than those who don't realize this.

In fact, many small businesses stay stuck in “small potatoes” mode because they don't spend money to make money.

Instead of cost, the focus should be on return. Eg, think, “If a well-written sales letter brings in even a 5% return on investment, how much is that to my bottom line?”

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5. Automate Your Marketing: Using a freelance writing service can put your marketing on auto pilot. How?

For example, if you've been wanting to update your blog with relevant industry content, but never have time to do it, a freelance blog writer can be just the ticket. Outsourcing this duty to a freelance blogger means that you never have to worry about it again.

You can do the same with web copy, SEO articles, sales letters, newsletters, etc. A writing firm can handle all of these needs for you on a continual basis – freeing you to focus on other aspects of your business.

Constant contact is the name of the game in marketing. Accepted marketing wisdom is that it takes 7-28 times for a prospect to see your message before they will buy from you.

THEN, you have to wait until they are in need of what you are selling. If you are the first business they think of when they are ready to buy, you have a much better chance of making the sale.

Past studies have shown that consumers only investigate two to three resources before making a purchase. This is backed up by the 2006 Yahoo! and OMD study. Its findings:

“On average, **consumers consider three brands** before making a purchasing decision.” How much better do you think your chances are of landing the sale if you are constantly in front of them via your blog, website or newsletter?

Are you one of the three?

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6. Increase Referral Rate: A constant pipeline of referrals is the lifeblood of every business. In today's crowded market, every business has to find a way to constantly bring in referrals.

Long and Winding Road: The Route to the Cash Register, a study on how technology has altered the way consumers make purchasing decisions, found that **more than two-thirds of shoppers . . . still make the bulk of their purchases at retail locations -- yet nearly two-thirds (62%) use a combination of online and offline sources to gather information before they buy.**

So, how can a writing firm help you get a piece of this pie? Simple – by staying in touch on a regular basis via blogs, newsletters, e-campaigns, postcard mailings, etc.

Consider this: how many times have you been at a networking meeting and had someone ask you for your company's website address so that they could gather information to give to the right party in their company?

Or, how many occasions have you met someone who didn't have time to speak with you right then but said, "Hey, give me your web address. I'll check out your services online and get back to you next week."

Have you been embarrassed to say, "Our website needs a little updating?"

If any of these situations ring familiar, then you could be missing out on scores of referrals.

The Psychographics of Buying, Selling & Referring

If your website is nonexistent or unprofessional, and/or if your sales materials are riddled with grammatical errors; it is highly unlikely that you will receive high-quality referrals.

This is simple human nature. People like to refer people who make a good impression *on them* – and **for** them. In essence, the referrer is not thinking "Hey, this company provides great services, so let me refer some of my contacts to them."

What they *are* thinking is: "What is my contact going to think of this company which has no website, an inferior website and/or unprofessional marketing materials."

You can be the best at what you do, but if your business image doesn't say that, then you are missing out on referrals – and sales!

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7. Convert Prospects into Paying Customers: Do you attend a lot of networking events? Do you always seem to have a pocketful of business cards that you just throw into a drawer?

Do you have contacts that you've been "meaning" to follow up on, but just haven't gotten around to getting together that sales letter, that special offer or that thank you note to those who've referred you business?

A writing firm can handle all of this for you. How?

One way is to put all of your contacts into some type of automated list software so that you can stay in constant contact all the time.

You can have your freelancer automatically add new contacts to your database and schedule, for example, Group I for thank you notes, Group II for the bi-monthly newsletter, the entire database for a monthly postcard.

The ways a writing firm can add to your business' bottom line are innumerable!

The bottom line: the right writing firm can help you to keep your name in the forefront of customers' minds – which is exactly where you want to be.

Contact New Media Words today to front burner old projects, projects that are just ideas, and/or suggest ideas that can increase your bottom line. For a complete list of SEO Writing and Internet Marketing Services, visit <http://NewMediaWords.biz>.

P.S.: Increase your referral rates easily and inexpensively. Distribute an "industry benefits ebook" like this one to your contacts and watch your sales and referrals grow!

Read on for all of the services offered by New Media Words.

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Services Offered by New Media Words

Visit <http://newmediawords.biz> for full details on each service.

New Media Words offers a complete list of search engine optimization (SEO) and online marketing services that can literally put your marketing on auto pilot, ie:

SEO Article and Content Writing: We not only provide fresh content for each page of your site/blog, but content that is optimized to drive traffic and increase sales.

Blog Posting: Don't have time to update your blog? Need fresh content on a daily or weekly basis? Want professional, relevant niche-specific content to keep your readers coming back? We can handle that for you.

Social Media Marketing: Does your business have a MySpace page? If not, it's missing out on 122 million potential customers. Do you use Twitter? How about Facebook? All of these are massive traffic generators that fall under the heading of social media marketing. And, it is a must if you want to increase sales and web traffic.

Case Studies: Case studies are one of the best ways to pre-sell clients on your business -- because it doesn't come from you. Your customers tell the story. Customers trust OTHER customers.

They relay how your business has helped them to achieve their goals, ie, lose weight, be more attractive, sell more widgets, increase online traffic, etc. Highlighting your business in a case study is an excellent marketing tool for landing even more clients.

Meta Tag Writing: We will research and write the Title, Description and Keyword meta tags for your site. You could be missing out on tons of traffic if these are not a part of your website and/or if the wording is not right.

This is the easiest way to help your site rank well in search engines -- and amazingly -- many sites don't even have them! Get a jump on the competition by getting your meta tags done today.

Press Release Writing: Press releases generate on- and offline media coverage. And they are one of the easiest ways to promote your product or service.

Article Directory Submission: We submit your articles to the top-rated article directory so you receive constant traffic, build your subscriber list and generate pre-qualified leads. This is an ideal free marketing tactic that jumpstarts website traffic -- and keeps it flowing seamlessly for years to come.

Ebook Writing: Have an idea floating around your head for an ebook? No time to write it? Let us handle it for you.

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General Editing/Proofreading/Data Entry/Word Processing: If you have existing copy that you'd like us to edit, rewrite, spiff up, etc., send it along. We can make it letter perfect!

Feel free to contact us with any questions about any of our services.

We look forward to helping you with all of your search engine optimization and internet marketing needs. We're ready to start when you are.

Sincerely,
The New Media Words Team
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