

# Services that Optimize Business Development

*Advertisements*

*Articles*

*Brochures*

*Biographies*

*Catalogs*

*Grants*

*Manuals*

*Newsletters*

*Press Kits*

*Press Releases*

*Proposals*

*SEO Copywriting*

*Technical Reports*

*Website Content*

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Mama  
always said to  
Choose  
your  
Words.

Bet she  
didn't know  
that you could  
Hire a  
Copywriter  
to do it  
for you.

# Is your content doing the selling for you? It should be.

Many businesses struggle to get the positive attention and professional corporate image they deserve. Some give their precious dollars to an advertising agency thinking that is the only way to get noticed. Not so!

Your business doesn't have to spend a small fortune to advertise itself or have spectacular marketing materials. All you need is a good copywriter to create compelling "copy" that will sell your products or services. When you hire Kristen Fischer to do that, you get an affordable price, too.

Kristen can handle all your marketing collateral needs. She can create content for your website, that brochure you've been meaning to get done, and even keep your employees updated with a newsletter. Have reports that need editing or polishing up? She does that, too. Kristen works with you to help identify your message and convey it to achieve *your* business objectives.

Call today for a free consultation and see exactly what Kristen can do for you!

## 5 ways to promote your business

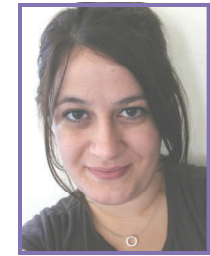
*Go cyber.* If you don't have a **website**, you're missing a valuable business tool that gives your company an Internet presence.

*Get in the news.* The key to getting "press" is being featured in the newspaper. And you do that with a **press release** to announce company news.

*Leave them with literature.* It's the best way to sell when you're not there. A **brochure** will market your business long after the customer leaves with it in hand.

*Let them search for you.* **SEO**-based keyword website writing is a simple way to attract people via the Internet.

*"Sell" them on it.* **Advertising** is an effective way to get your products or services—as well as your name—out there. Make sure the content of your ad *sells* what you have to offer by explaining the benefits of your product or service, instead of just *telling* them about your company.



Kristen Fischer is a freelance writer and editor who specializes in business marketing and communications.

She has helped companies across the globe with their copywriting and editing needs, and enjoys a combination of creative and technical clients.

A graduate of Stockton College, Pomona, N.J., Kristen has worked for clients in various industries such as information technology, medical, environmental, HVAC, communications, food services, health, education, marketing and new media. She is skilled in AP, Chicago and AMA styles.

For more information about her background, and to see writing samples, visit [www.kristenfischer.com](http://www.kristenfischer.com).