



pw

Rev Up  
Your Results!



**Michele PW**

(Michele Pariza Wacek)

Integrated Marketing Communications and Copywriting Strategist

PO Box 10430, Prescott, AZ 86304 • p 928.776.7495 • f 928.443.0089

www.MichelePW.com • Michele@MichelePW.com

## Why hire a copywriter

**I can write. Why should I pay someone to do what I can do?**

Good question. On the surface it does seem rather silly to pay for writing (to some people anyway – I’ve never thought so but I’m hardly in a position to be objective). However, there are very good reasons to pay for writing services (other than the altruistic reason to keep the economy going and the even less altruistic reason to help writers pay their mortgage).

The obvious reason is time. Chances are, you have more than enough tasks to fill your day with other than writing brochure copy or freshening your Web site or getting that pesky newsletter article off your desk. When you hire a professional copywriter, not only are you getting one more thing off your to-do list, but also it will probably get done faster than you could do it.

Second, and maybe not so obvious, goes right to the heart of copywriting. What’s the purpose of copywriting? To sell your business, your image, your products or your services. Duh, right? But what’s key here is “sell.” The words chosen to represent your business, your image, your products or your services need to be doing their job – selling what you need sold.

That’s where a copywriter shines (the great ones anyway). Making sure those words are out there selling to your target audience.

Not only should those words be selling, but they also should be cutting through the chaos.

Remember, your message is competing with 3,000 other messages every day. You need the right words to make your message stand up and be noticed.

The right words can also work hand-in-hand with your sales force. Words will soften your target audience, giving your salespeople an edge when they deliver their pitch. A piece of literature or an ad can reach hundreds, thousands or even millions of people. And if crafted right, it can have them calling your sales force rather than the other way around (wouldn’t that be nice?). On top of that, supplying your sales force with already written pitches, sales letters and high-quality literature helps keep you in control of your message and adds a level of professionalism to your image.

Thirdly, and probably the most obscure reason, is about objectivity. Many business people are too close to their business, so it’s difficult for them to see not just faults but also strengths. Copywriters can come in and be objective, really seeing how best to sell the business, the image, the products or services. Then they can craft the right message for maximum results.

Copywriting can be a powerful weapon in your marketing arsenal. Make sure the words chosen to represent your company are as compelling and as effective as possible.