

WORDS OF WORTH

Spring 2009

If you have a choice, it's better not to make marketing writing a do-it-yourself project. Most people, even excellent writers, just don't do justice to themselves or their businesses when they write their own copy.

The current financial climate, however, is rewriting many rules. If you're stuck with a choice between do-it-yourself and nothing at all, you've got to write your own, because staying visible is vital.

This issue of *Words of Worth* provides a light-hearted look at some serious fundamentals of successful marketing writing. If you're writing your own, it offers useful guidance. If you're fortunate enough to have a professional writing your copy, the article will help you assess how well that writer is doing for you.

"Brainy" Tips for Marketing Success

When you are writing marketing copy--the text for your brochure, website, ad or newsletter--you want your audience to really absorb what you're telling them. You've got to reach the emotional level where people make decisions.

But how do you do that?

Words of Worth connected with a typical brain in your marketing audience, who (grudgingly) shared the following tips:

Don't make me work: I'm doing you a favor by reading what you wrote--so you'd better make it easy, maybe even fun. Be clear and direct. Jargon makes me feel dumb; half the time a jargon-filled sentence doesn't actually mean anything, but I still feel I should get it. And who keeps reading something that makes them feel dumb?

Treat me like a human being: Show me that you know something about me. I don't want to be one of the crowd. Do you have a clue about what keeps me awake at night? Use comfortable language. Too much formality pushes me away. Give me a reason to connect with you.

Talk to my lizard brain: Well, actually, you've got to talk to all of me, but it's poor lizzy that tends to get neglected. My neo-cortex looks for facts and features, and most marketing writing has more than enough of those. My lizard brain deals with the fundamentals--safety, food, shelter, approval, sex. Big concerns need to be addressed by big picture benefits. Make sure your copy has them, and you'll really reach me.

Show me the evidence: Don't *tell* me how good you are. If you want me to believe you, let me hear how your customers feel, or what results you got for your last client, or who gave you an award. It's worth the extra work to show me what you've got--this is your credibility we're talking about!

News Bytes

We're proud to tell you that Jussim Communications has now been helping our clients achieve marketing success for 10 years! You can read about some of those [successes](#) on our website.

Lately, we have served as guest editor for the special spring Green Business section of the Manhattan Chamber of Commerce' newspaper, *Business Matters*. This issue kicks off a regular green business feature in the paper.

Projects recently completed by Jussim Communications include:

- **Website copy** for a company providing **green design and construction** services for architects, interior designers, contractors and homeowners
- **Web copy** for a **business coaching** company with a focus on **environmentally sustainable businesses**
- An **annual report** for an organization serving the **homeless**
- Several **press releases** for a technical assistance service for **nonprofit organizations**

To see samples of our work, visit [our portfolio](#).

We're celebrating
10 years of success!



About Jussim Communications

Jussim Communications tells compelling stories for our clients. We create powerful copy, rooted in solid positioning of services, products or ideas. Our writing reaches the audience on many levels, including the emotional level where decisions are made. Our background in consulting, marketing and operations lets us quickly grasp each client's business and market. We develop:

- Dynamic marketing communications and web copy
- Newsletters and articles that educate your market and build name recognition
- White papers that establish your expertise and creativity
- Effective advocacy materials and grant reports

We would love to help tell your story. Call us at 718-788-3937 for a free initial consultation.

Learn More

To read more about Jussim Communications perspectives on marketing your business, organization, product, service and ideas, see the [News and Articles](#) page of our website.

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