

HELLO

W 1 0 4 R 0 D 0 S

All we do is write.

Targeted messaging adds up to success.

IF CROSS-MEDIA COMMUNICATION ISN'T A PART OF YOUR MARKETING STRATEGY, YOU'RE MISSING MORE OPPORTUNITIES THAN YOU MAY REALIZE. BUT BEFORE YOU ADD NEW TACTICS TO THE MIX, REMEMBER THIS—EVEN IF THE MESSAGING IN YOUR BROCHURE OR WEBSITE IS RIGHT ON TARGET, IT ISN'T LIKELY THE BEST SOLUTION FOR AN INTERACTIVE PRESENTATION OR DIRECT MAIL CAMPAIGN. **1400 WORDS** UNDERSTANDS THE DISTINCTIONS, DELIVERING TARGETED, POWERFUL COPY FOR ALL BUSINESS MEDIA.



- Websites
- Annual Reports
- Direct Marketing (*Conventional & Web-Based*)
- Interactive Multimedia (*Kiosks & CD-ROMs for Learning or Entertainment*)
- Computer-Based Training (*Curriculum & Assessments*)
- Brochures & Collateral
- Promotions (*Thematic Concepting & Communication*)
- Trade Shows (*Displays, Video, Interactive Media, Performance Scripts*)
- Installations (*Visitor Centers, Museums, Exhibits*)
- Naming & Taglines
- Film & Video (*Corporate Films, Training Videos*)
- Point of Sale
- White Papers
- Advertising (*Print & Broadcast*)
- Catalogs
- Newsletters

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214-744-1409

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DALLAS
TORONTO

Expert writing, punctuated by results.

EFFECTIVE MARKETING IS A TEAM EFFORT—AND 1400 WORDS IS PROUD TO BE A KEY PLAYER. THESE ARE JUST A FEW OF THE MEASURABLE RESULTS WE'VE HELPED OUR CLIENTS ACHIEVE OVER THE YEARS.



After years of declining sales and diminishing brand perception, our collateral and trade show materials for **PARKER GUITARS** catapulted sales by **70 percent**.

Our direct mail letters for **QWEST COMMUNICATIONS** generated response rates as high as **94 percent** among the small-business target audience.

User traffic for a major payday loan provider rose by more than **30 percent** when our SEO-enhanced copy was posted to its website.

Our online campaign promoting **ORACLE'S** first-ever E-business Applications Conference helped the client exceed attendance projections by **15 percent**.

A website for the corporate consulting firm **DEWOLFF, BOBERG & ASSOCIATES** began generating requests for meetings **within days of going live**.

A catalog of branded merchandise for **THE CAMEL COMPANY** increased sales by **25 percent** over the previous year.

Our subscription collateral and brand messaging helped the **DALLAS SYMPHONY ORCHESTRA** reverse a three-year decline in ticket sales and revenues **within the first year** of our partnering with them.

Collateral and trade ads for **LEBOEUF**, a resurrected brand of upscale collectible pens, were described by an industry analyst as **"the best marketing materials [he'd] ever seen."**

Edits to an existing website for an anti-snoring device boosted US/Canada sales by **25-30 percent** in just two days.

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Have a word with the 1400 Words team.

Margie Bowles, PRESIDENT/CREATIVE DIRECTOR



MARGIE IN 173 WORDS

Since starting her own writing firm in 1984, Margie has built an extensive client list that includes some of the biggest names in business and best-known brands in the world. Just as important, she has also earned a reputation as a strategic communicator with a gift for creative problem solving. In addition to her role at 1400 Words, Margie is a visiting graduate professor at Texas A&M-Commerce and an adjunct undergraduate professor at Dallas' Brookhaven College.

Margie holds a Bachelor of Fine Arts degree in advertising design from the University of North Texas, studied further at the world-renowned Art Center College of Design, and

earned her master's degree in humanities from California State University. She is currently pursuing a doctorate in the History of Ideas from the University of Texas at Dallas. Margie is also certified in Business French, having earned the Certificat Pratique de Français Commercial et Économique from the Chamber of Commerce and Industry in Paris, France. ■ *Conversation starter: Ask about the summer she worked on an Alaskan salmon fishing boat.*

Paula Ramirez

BUSINESS DEVELOPEMNT MANAGER



PAULA IN 84 WORDS

Ranked by *Fast Company* as one of the most influential people online, Paula climbed to no. 269 in the 2010 Influence Project, putting her in the top 1 percent of all participants. She continues to expand her professional network as a member of the Dallas Ad League, Interactive Marketing Association, and numerous other organizations. Paula earned her BBA degree at the University of Louisiana-Monroe, where she was a five-time Student ADDY winner. ■ *Conversation starter: Have Paula recount the latest adventures of O'Malley the dog.*

Dee Anna Hanchey

SENIOR WRITER



DEE ANNA IN 81 WORDS

Drawing upon her years of experience as a news editor, Dee Anna is a consummate authority on, and a humble student of, the English language. Since joining the 1400 Words team in 2000, Dee Anna has garnered numerous awards and accolades for her compelling copy. She is a proud graduate of Texas State University-San Marcos and an alumna of the Graduate Marketing Certificate Program at Southern Methodist University's Cox School of Business. ■ *Conversation starter: Ask how she got to Carnegie Hall.*

Michelle Mire

SENIOR WRITER



MICHELLE IN 86 WORDS

Since joining 1400 Words in 2005, Michelle has used her talents as a student of the world to help solve problems with words—developing strategic copy that reflects an instinctual understanding of the customer. In addition to her BA in history from Southwestern University, Michelle also holds a master's degree in journalism from the University of North Texas. She now heads the 1400 Words Toronto office. ■ *Conversation starter: Ask her about thrift store shopping in the U.S., Canada, or Australia.*

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The 4 Benefits of Outsourcing Your Copy

There's a reason we remember a band of medieval Vikings asking, "What's in your wallet?" or a little old lady repeating, "Where's the beef?" These witty one-liners lodge in our memories, often becoming punch lines for life in general. But if you want to really set your company apart, you need more than just snazzy packaging or clever wordplay. You need a compelling message.

In fact, in today's age of information overload, powerful messaging is as important to your organization's brand as your products and services themselves. Why? Because creating clear, concise messaging is the key to helping you cut through the clutter and connect with

your intended audience—whether you're selling your product in an ad campaign, communicating with shareholders in an annual report, or simply updating your website to ensure clients can find what they need quickly.

Yet, far too often, it's the message that gets overlooked—often becoming an afterthought to other elements of your marketing. By outsourcing your copywriting, however, you can harness four powerful advantages that are harder to come by when writing is handled in-house.

1

ANSWERING THE QUESTION, "SO WHAT?"

The closer you are to something, the harder it is to be objective about it. As a result, marketing copy often gets bogged down with what you want your audience to know—instead of addressing *their* most fundamental question: "What's in it for me?" An outside copywriter is uniquely positioned to serve as both an advocate for your audience and a spokesperson for your company by delivering strategic messaging that resonates with the consumer, thereby generating the desired results for you.

2

GETTING THE MOST OUT OF YOUR MEDIA.

The messages you distribute depend greatly on the media you choose. A brochure doesn't work like an ad campaign. An ad campaign isn't the same as a direct mail promotion. And a website has an entirely different dynamic than a television spot or corporate video. If you're implementing cross-media marketing (and, in this day and age, you *should* be), you need a writer with a broad range of experience in today's business media—one who can offer best practices or fresh perspectives from other industries to enhance your marketing efforts.

3

FREEING UP IN-HOUSE RESOURCES.

One of the biggest advantages of outsourcing your writing is freeing up your internal team to focus on more strategic, high-level activities. An external copywriter, or team of writers, can help manage all of the fact checking, research, and interviews that might be required for your project, and collaborate proactively with your in-house team or other outside vendors to keep things on track.

4

DELIVERING BOTTOM-LINE VALUE.

Yes, hiring an outside writer is an expense. But it's also an investment, for all the reasons stated. Plus, when you factor in that you can hire only as needed, instead of paying for 52 weeks of salary, benefits, FICA, and other ongoing employee-related costs, an external copywriter can deliver a potentially large payoff for a relatively small outlay.

NO MATTER HOW BIG OR SMALL YOUR PROJECT, OUTSOURCING YOUR COPYWRITING COULD BE YOUR MOST VIABLE OPTION. AND WHO KNOWS? YOUR MESSAGE MAY END UP BEING THE ICONIC PHRASE THAT PEOPLE REMEMBER FOR YEARS TO COME. SO... JUST DO IT!

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