

A ghost of a chance to promote your organization



Looking for a new way to promote your organization and build credibility among your audiences? Perhaps you need to find a ghost. No, I'm not suggesting you tag along with Scooby-Doo and Shaggy to a creepy island (besides, the caretaker did it).

Instead, **consider the marketing value of ghostwritten stories.**

Trade magazines, association journals and print and online business publications have a hunger for well-written articles on subjects you and your organization's experts know better than everyone else. **Since you probably don't have time to develop those articles on your own, bring in a ghostwriter** (like me) to learn about the subject matter and create the articles for you.

Articles have value that extends beyond publication. Savvy organizations obtain reprints and send them to stakeholders. What's more, **an editor who publishes your article adds third-party credibility to your message and provides independent evidence of your expertise.**

You can write. So why should you hire a writer?

Nearly all of my clients write very well. So why do they hire me to handle writing projects for them – and why should you?

More efficient use of time. By outsourcing writing projects, you can focus on everything else that's cluttering your desk.

Copywriting is different. It's less about adjectives and predicates and more about psychology, persuasion and tone.

An unbiased viewpoint. Too many organizations talk to themselves or think they know how the outside world sees them. An outside writer views you in the context of your marketplace and can question and challenge attitudes and assumptions.

You can be impartial. You can be more objective in editing, and criticism from others is directed at the writer – not at you.

You still get the credit. When your project succeeds, it's because of your direction and supervision!

If I can convey this much useful information in a postcard, imagine the power and clarity I can bring to your projects. Visit www.sfwriting.com or call 317 839-1739 to learn more.