

[and below, marketing brochure into onesheet, strategy for makeover]

Radio Advert



"Sandy's re-script had great impact on the radio ad (mp3, 1.15MB), wordsmithing a clear message resulting in attendance increase and the ad being remembered by visitors and vendors alike... always appreciate Sandy's talent and opportunity to work with her."

repeat client, Mary Keetch Financial Services, promoting trade show for Lucan Economic Development

BEFORE — client's draft

The Economic Development Committee of Lucan Biddulph is very excited to announce the holding of the 2<sup>nd</sup> Annual Business Trade Show on Sat., Sept. 18.

The trade show will run from 10 am to 4 pm at the Lucan Community Memorial Centre located at 263 Main Street in Lucan.

Meet local business owners and learn about the products and services available in Lucan Biddulph. Admission is free but donations of non-perishable food items will be accepted for the Ailsa Craig Food Bank. Everyone is welcome at the Annual Business Trade Show on September 18<sup>th</sup> in Lucan. /96 words

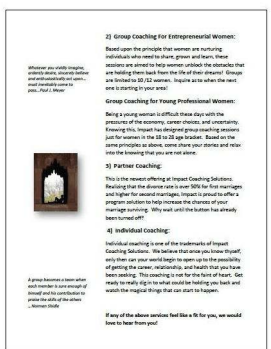
AFTER — Sandy's rewrite play mp3, 1.15MB

Meet community business owners and see the goods and services that are right here in Lucan Biddulph – a great way to 'buy local' for economic development.

After its success last year, their 2<sup>nd</sup> Annual Business Trade Show runs again at the Lucan Community Memorial Centre on Main Street from 10 to 4 on Saturday, September 18<sup>th</sup>. Admission is free, and donations of non-perishables are welcome for the Ailsa Craig Food Bank.

Open to all, come to the trade show the 3<sup>rd</sup> Saturday in September and discover the ways you can keep your money right here in Lucan Biddulph. /98 words

BEFORE, full view pdf 352kb



Marketing Brochure

"Wow! Working with Sandy is a dream. Her insights help me tap into how I want to get my message across. I love that [it's] one page now; picture and logo come through. Think I'll do the same for my newsletter." /client, T. Ross

AFTER, full view pdf 432kb

Impact COACHING SOLUTIONS. Your change catalysts for... Individuals: "Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon... must inevitably come to pass." Partners: "Action is a great restorer and builder of confidence. Inaction is not only the result, but the cause, of fear." Teams: "A group becomes a team when each member is sure enough of himself and his contribution to praise the skills of the others." Entrepreneurial Women: "Whatever you do, or dream you can, begin it - boldness has genius, power, and magic in it." Young Professional Women: "Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."

Your Wordsmith's Strategy for Impact coach

- help client prioritize (3) marketing pieces so as to stagger the budget investment
- list of services is now 'your change catalysts' (active, implies results); 'your' personalizes, lets reader feel already a client
- enlarge sub-titles, reword as types of clients (to humanize), rather than as a service (thing)
- intro each sub-topic with inspirational quote from client's website (reinforces website, too)
- use 'Impact' (business name) as verb: ~~If any of the above services feel like a fit~~ is now 'when this sort of journey feels like a fit, we're here to Impact your move forward'
- 2-column gives more above-the-fold positioning
- to brand visually, use corporate colours, mimic logo's font, use logo's butterfly as bullet point.