



## *Why Hire A Professional Writer?*

**YOU** have audiences, messages, a vast marketplace and the need to communicate. Research shows that the average person hears or sees thousands of messages each day. How will you make an impact on your audiences—both external and internal—in a busy marketplace?

That is where UrbanWords Group makes you shine. We will:

- **listen** obsessively, hear your issues and understand your needs
- **uncover** your communication opportunities
- **determine** your key audiences and the best ways to reach them
- **conduct** research to give your communications a solid foundation
- **create** strong, effective messages that stand out in the noisy marketplace
- **advise** you on the best way to distribute your messages
- **coordinate** work with graphic artists, photographers and printers who have high production values and respect your budget
- **produce** memorable materials to strengthen your business or organization

### *What can your firm create for me?*

We will quickly and effectively create:

- Newsletters, brochures and fact sheets
- Media plans and materials including news releases, media advisories and press kits
- Reports of all kinds
- Feature articles for trade and general publications
- Communication plans
- Success stories and case studies
- Internal and external publications
- Web and social media content
- Conference/meeting materials and documentation
- Training manuals and materials
- Media and communications workshops

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**UrbanWords Group**

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