



*A Deeper Level of Content  
Development, Publicity, and  
Communications Capabilities*

## **Your In-Depth Content Partner**

**[www.write-results-p3.com](http://www.write-results-p3.com)**

## **Capabilities**

Award-winning business writing  
In-depth interviewing and research  
Print and E-articles  
Case studies/customer testimonials  
On-location product/service profiles  
Communications strategy  
Web content  
Social media content  
Pay-for-Performance Publicity (P<sup>3</sup>)  
Media selection  
Article pitches to media  
Print and E-newsletters  
Operating instruction manuals  
Layout and graphics  
Photography  
Brochures/flyers  
PowerPoint presentations  
White papers  
Editing and proofreading

**Contact us today to  
discuss how Write  
Results can help your  
organization reach the  
next level of  
communications  
effectiveness**



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# A Deeper Level

## Actionable content: the key to capturing ‘attention share’

In the Digital Age, humans aren't lacking for information that can help them to make better purchasing decisions. While buyers have easy access to more information than ever before, cutting through information clutter and reaching them with actionable content is more challenging than ever. One of your biggest challenges as an organization is capturing buyers' attention share.

But many organizations face limited internal communications resources. How can your organization rise above the clutter?

## Sophisticated buyers: a valuable long-term investment

Organizations with complex products, services, or ideas to sell need to demonstrate benefits to prospects. Increasing buyers' sophistication level can open the door to consultative selling, build brand loyalty—and position your organization for market dominance. It's a worthwhile long-term investment.

## Where we come in

Regardless of the delivery platform, actionable, in-depth content cuts through the clutter. Increasingly, communications differentiation is becoming at least as important as production differentiation.

Write Results helps organizations qualify sales leads by building brand awareness through in-depth, actionable content that facilitates buyers' understanding of complex products, services, and ideas. We produce content that achieves a deeper level of buyer sophistication.

## Notable case studies

Several case studies profile Write Results' successful project management. See how we've helped organizations to convey the benefits of their unique products and services by visiting our Web site, [www.write-results-p3.com](http://www.write-results-p3.com).

- On-location profiles of productivity-enhancing machine-control technologies that make pavement graders and surveyors' jobs easier and drastically cut costs.
- An easy-to-understand operating instruction manual for a new timing and menu-item programming device used in the fast-paced food-service industry.

- An article published in a grading and excavation magazine featuring expert advice on selecting a model of backhoe loader—one of the most versatile machines in existence.
- A municipal solid-waste industry magazine article covering business diversification through the expansion of recycled product offerings for the growing “Green Economy.”

## Testimonials

*“Write Results’ years of experience serving a key information function makes it highly credible and a trusted industry source and authority.”—Frank Cavaliere, Director, Special Programs/Communications, National Ready Mixed Concrete Association*

*“Commitments and deadlines are always met. Key concepts emerge that the membership can absorb and put to use, and the material is always delivered with little or no need for revisions.”—Marla Schragar, Executive Director, Business Marketing Association Chicago Chapter*