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DIY -VS- HIRED PRO TO WRITE FOR YOUR BUSINESS

DIY -vs- Hired Pro To Write For Your Business

by Joyce V. Harrison

You know your company. You know how to write. So why not do it yourself when it comes to text for any media that sells your product or services?

You're already paying for design, hosting and/or production. But if you want to get the most return from your considerable investment, here are some reasons you should also consider hiring a professional writer.

Brand and Target Perspective

When you write, you do it in your own voice. A professional copywriter knows how to communicate in the voice of your brand and craft the language to fit your target market. The writing should have a different style depending on whom you want to reach: business-to-business customers, luxury goods buyers or young adult consumers for instance.

What Customers Want

Naturally, you love your product or service. But that inside perspective may be a drawback. A professional writer takes the customer's view to make sure your copy focuses on benefits for the end user. A pro will also take into account your Unique Selling Proposition (USP) to point out how your product or service is superior to competitors'.

No Wasted Words

Of course, you know what you want to say, but a pro can edit and rewrite to give your copy the best shot at bringing in more customers. Effective copy has to be to the point and persuasive. Unless you communicate quickly and engage the visitors/readers/listeners/viewers, they tune out. For the Web, you also need to include key words for Search Engine Optimization (SEO).

Hiring a Writer

Some clients are unsure what information to provide or what questions to ask. So here's a guide to what a writer needs to know to give you a price quote:

1. What is the project? How many Web or brochure pages, what length of video?
2. What is the category of product/service?
3. Who is your target market?
4. What is your time frame?
5. Do you have a budget?

6. Will you provide details or will research be required?
7. Do you want to see work samples?

Be cautious when you're screening writers available at online sites. If there are typos or grammatical errors in the proposal or emails you exchange, expect that problem to be repeated in your copy.

There is no magic bullet. What a pro writer can't do is make promises in copy that you can't fulfill, or guarantee new customers will stampede to your company. What he or she can do is make your story as compelling and motivating as possible.

Joyce is a freelance writer living in Nashville, TN. Her clients for web, print and broadcast projects have come from as far away as Malaysia and Qatar.

You can check out her credentials at www.joyceonthekeys.com.