



Make Sure You're Saying What You Think You're Saying— A MarCom Tip from MarCom Point.Solutions

Each message you communicate is an extension of your brand—there is no room for error. It's easy to fall into the trap of thinking that what you've written makes sense because you understand the topic so well. Writing is a process of stepping back and stepping into the recipients' shoes. **The goal is to get to the point with style.** The challenge is to get the target to keep reading/listening. Make the facts appealing. To create Messaging with a Point by **refining the copy to be targeted, on point, action oriented.** The message needs to flow. Each word is selected carefully and positioned to enhance the strategy. Excitement needs to build. The message must be memorable...and deliver what the reader is looking for. When it works—it's magical...the copy motivates through a creative story—it's more than just words.

*It's a clear message, fostering no questions.
It's succinct. It's sharp...communicating with impact.
It's getting your point across – clearly.
It takes listening...and understanding.
It takes synthesizing complex information.
It takes wordsmithing, finesse, and nuance.*

Most editing and proofreading requests include: "It just needs a little clean up." In most cases, what the author thinks they're saying isn't crystal clear—and clarity is where the sale is made. The art of editing maintains the integrity of the original message while enhancing the delivery.

Visit www.marcomsolutionsguru.com or contact info@marcomsolutionsguru.com for more information on Saying What You Mean.



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