



Communication is everything – why every business needs a writer

Business area	Issue	Undesired effect	Resolution and fix	Outcome
Website	The launch of a brand new and expensive website 12 months ago was exciting but since then no regular in-house maintenance or review. The usual reason is that Directors have no time and the skills are not available elsewhere in the office.	The window to your business is already out of date and looking unprofessional. The result is a static and lifeless website that does not live up to your brand claims when it is being reviewed by clients and potential introducers of business. It could become embarrassing in client and introducer meetings. Why should a business or individual place their business with a company who cannot even maintain their website?	Outsource the regular review and provision of new material to a professional writer. James Arklie Writing can provide monthly topical articles, industry news items (including writing up your internal news) and, sound-bites on relevant topics. Also, as staff and products change new profiles of both can be written for immediate uploading.	Website returns to meeting brand claims and remains bright, lively, up-to-date and a true window into your business, your people and your products.



<p>Newsletters</p>	<p>A positive yet brash announcement is made to all clients and business introducers that you will be producing a monthly/quarterly newsletter. After the first two are delivered on time they become sporadic or, worse still, stop altogether. The reasons are usually lack of Director time, lack of ideas, lack of writing skills, an inability to see different angles for the same topic and limited industry knowledge.</p>	<p>Sends out an unprofessional impression of your business and results in missed business opportunities to keep your name, product and services in the minds of your clients and your introducers. In the social media age newsletters (or links to them) can be posted on business Facebook and LinkedIn or Tweets used to drive people to your website to read them. They can also be used as eshots and leaflet flyers.</p>	<p>Outsource the newsletter project to a professional writer. Everything is ghost-written under the name of the relevant specialist director and in consultation with your teams. James Arklie Writing can provide the ideas, angles and copy ready for you to upload to your newsletter template. If required design and print can also be offered.</p>	<p>Regular positive contact is maintained with all of your introducers and clients providing them with up to date information on your business, products and services, all of which emphasise your high level of professionalism. Remember – you may not be sending your newsletter but your competitors will be sending theirs!</p>
<p>Articles</p>	<p>When articles are needed to accompany adverts, take advantage of an opportunity in the publication of a business partner or, simply to send out to clients, a lack of in-house writing skills results in a poorly written article, missed deadline or, worse still, the opportunity is missed altogether because no one had the time to write them.</p>	<p>A missed opportunity to promote your business and a lack of professionalism in the eyes' of business partners.</p>	<p>The ability to promote your business and the professional qualities of individual directors must not be missed. In the modern media age your business message can be around the world in minutes. James Arklie Writing will liaise with editors, ghost-write the articles for your specialist directors and ensure that they are delivered/forwarded to meet deadlines.</p>	<p>Promotion of your business, your directors and your professionalism. Puts you current and in the marketplace and enhances a reputation as being a leading firm in your arena.</p>



<p>Leaflets</p>	<p>Leaflets are still needed to advertise products and services. They can be used in reception areas (stands or coffee tables), left in meeting rooms, handed out at business meetings, posted on request and used on stands at industry shows. Issues which commonly arise are that they are not available when required, poorly written and/or not up to date.</p>	<p>The answer to the question of - 'Do you have something you can leave with me?' is an embarrassing, 'No'. You have nothing to offer as a 'takeaway memory' and you are missing an opportunity to advertise yourself in your own building, at professional shows and at business meetings.</p>	<p>James Arklie Writing can prepare leaflets on your favoured areas of speciality. If templates are provided then competitively priced printing can be arranged. (Printing is getting cheaper rather than more expensive.) Also remember that leaflets can be used for eshots, as copy for newsletters and to bulk up a website as downloads.</p>	<p>Leaflets are a simple and effective way of ensuring that details of your main products are readily available as either hard copy or in electronic format. Written copy always has multiple uses if transposed to other formats and media.</p>
<p>Cover letters</p>	<p>Communication with existing introducers of business and clients has to be perfect. A cover letter that is meant to convey crucial information or a key message but is grammatically incorrect or poorly written and confused in layout is damning on both the organisation and the author. Correct grammar, correct tone and staying in keeping with brand are key.</p>	<p>Detrimental to business and personal reputations and can create an embarrassing position from which it can be difficult to recover.</p>	<p>James Arklie Writing will provide suggestions and a selection of drafts of a letter to ensure there is a choice of voice, tone and point of view.</p>	<p>Business reputation is maintained ensuring that a difficult message has been properly conveyed and a potentially difficult situation not made worse. Alternatively, that a positive message is delivered in an enthusiastic manner.</p>



<p>Email communications - eshots and ensuring your business delivers regular updates to your business introducers</p>	<p>Used as an immediate opportunity to convey an important message quickly to clients, business introducers and potential business introducers. The failures are usually that they are not delivered quickly enough, not clear and concise, the message is not immediately obvious and, the banner headlines not catchy.</p>	<p>Opportunities to communicate effectively, efficiently, instantly and cheaply are missed - especially when considered against competitors who will be sending the same message and getting it there before you.</p>	<p>James Arklie Writing can quickly respond to requests for copy on a topic that needs to be rapidly communicated to clients and introducers (regular updates as the changes affecting QROPS unfolded is an example) or write material for marketing purposes that is punchy and to the point. Suggestions and introductions to state of the art email services can also be made.</p>	<p>Your business is seen as professional, up-to-date and responsive. Regular contact is maintained with business introducers and clients which, in turn, will create further business opportunities.</p>
<p>Advertorial</p>	<p>An expensive advertising opportunity is taken up but no one in-house has the ability or the time to write the article to accompany the advert.</p>	<p>A straightforward paid for opportunity is missed to advertise business, services and products. A waste of money.</p>	<p>James Arklie Writing will ghost-write the article for the key director to ensure that a professional, relevant article is delivered on time to accompany the advert.</p>	<p>Successful advert and article delivered and read by potential business introducers enhancing the reputation and the profile of the director and the business.</p>
<p>Social media</p>	<p>A business Facebook page, Twitter and LinkedIn are currently the key social media sites and at some stage every business needs to consider when and how they will use them.</p>	<p>Failure to start even considering using these sites now will mean being left behind.</p>	<p>Discuss comfort zones and the ways social media can be utilised to a greater or lesser extent depending on the appetite of your business.</p>	<p>Careful and targeted use enables cheap, easy and efficient communication of product and business to a global community.</p>



<p>Business development, marketing projects and report writing</p>	<p>The need to expand the business into new regions, areas and products requires management time to undertake the project and write the report for submission to the Board. Often the time is lacking to do this and there is a reluctance to employ full-time staff to undertake something that may be a dead-end.</p>	<p>If research is not carried out it risks the business being left behind and missing opportunities to launch new products into existing or new regions. The result is a loss of market share to competitors. Research and development is key to the evolution and the progress of the business.</p>	<p>James Arklie Writing have 30 years experience of the finance sectors of Guernsey, Jersey and the IOM, of the products and services and also, most of the regions in which they are active. Independent research can be conducted and project reports and evaluations produced upon which senior management can base their decisions.</p>	<p>A cost efficient and management time efficient way to independently evaluate the efficacy of an idea, project, market or product.</p>
<p>Internal procedures</p>	<p>Office manuals, procedures, processes, internal forms all need constantly updating. New procedures come in which need detailing and documenting, particularly in light of GFSC visits and audits. A lack of time means that even the creation of the first working draft is delayed or worse still, sidelined.</p>	<p>There is no procedure or policy written down to ensure that all staff understand and carry out actions in the same way and to the same required standard.</p>	<p>By liaising with the relevant staff members, procedures can be written and recorded in the required format (e.g. step by step guide or overall guidance).</p>	<p>Formalisation and certainty of procedures and processes within the business.</p>



PowerPoint presentations	The Director tasked with attending and making the presentation does not have the time to write and create it. Because of this presentations may be badly thought out in terms of both content and layout. A confused PowerPoint slide is a snooze button for an audience.	The presentation will look confused and disorderly, will be hard to follow and may be delivered and received poorly. The audience will switch off and the important messages (of which only three will be taken away) are not made clearly enough.	A professional presentation not only requires great delivery but also cogent and succinct slides that readily lend themselves to a 'takeaway' pack. James Arklie Writing can create the presentation directly on your template or for transposition to your template. Templates can also be created if not available. Also, we can offer competitive quotes for the production of top quality printed versions for handing out to the audience.	A presentation that is delivered confidently, professionally and succinctly. 'Takeaway' packs for business introducers that will be professional and therefore retained, referred to and may result in business referrals.
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