

Title:
Writing For Success

Word Count:
473

Summary:

Press releases and sales letters are key tools in marketing one's business in today's profession. Few people realize that the written materials they send to clients can make or break their business.

Keywords:

Article Body:

Press releases and sales letters are key tools in marketing one's business in today's profession. Few people realize that the written materials they send to clients can make or break their business. First, take a minute to analyze your niche market. Who are these people to whom you are sending your materials? Second, determine what makes your business unique to your niche market. If you are sending your materials to a niche market, make them attractive. Most people receive a lot of advertisements and junk mail. Finally, proofread your sales letter or press release before sending it to your clients. Make it stand out. Remember to not be overwhelmed by that evasive sales letter or press release. Follow these tips.

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