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THE WRITERS' PROJECT

7 reasons to hire a professional copywriter/editor

There are many reasons to rely on the expertise of a professional writer to strengthen and focus your communications. I've boiled it down to seven essential benefits:

- 1 Clarity:** A writer can help you define who you are to new and existing audiences. Sometimes an organization gets in a rut of saying the same thing the same way over and over. Until people aren't listening. A good writer reveals you to yourself and your audiences with fresh vocabulary.
- 2 Objectivity:** You may be too close to your own story. An outsider by nature is open-minded, can ask the most basic questions, do the research and play devil's advocate, setting a foundation for more effective copy.
- 3 Smart resource management:** Good writing takes time. It can put a drain on your staff. By hiring a freelance writer, you instantly expand your potential and strengthen an already strong team. The investment pays off in productivity.
- 4 Exposure:** Bring new life to a classic tale of success. Uncover an inspirational credo. Or show off aspects of yourself you never thought to promote. Only a writer can look at you through writer's eyes.
- 5 Big-picture thinking:** When you're deep into the day-to-day, it can be difficult to tell people what you do best and how it benefits them. A writer can help you see how each project fits into your overall communications plan — or develop that plan in the first place — as well as explain the method in your madness.
- 6 Specialized skills:** You know how to run a business, come up with the next great widget or serve your customers. A writer knows how to tell that story — in the right style and right voice — so your communications stand out from the clutter.

For example, business-to-business copy is typically level-headed and direct. Business-to-consumer often adds an emotional appeal (a touch of romance, even sex) to your product. Web writing is conversational.

- 7 Fun factor:** Writers are cool people. They make you think about who you are. They translate what you do into glowing language. And they get results. What's not to like?