

Write on the Money

Welcome to the first edition of *Write on the Money*. Each month, this newsletter will present tips, best practices and/or client case studies to help you generate more leads and win more business. We hope you find the content useful and thought provoking, and we welcome your feedback.

When you're ready to take the lead, turn to Write2Win. We can help you develop a compelling, lead-generating website, write a better brand-building brochure, or create your next direct marketing program.

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Could your website be holding your business back?

These days, an internet presence is all but essential if you're in business. As a virtual storefront that's open 24 hours a day, 7 days a week, your website enables prospective customers to explore your credentials, track record and capabilities, and to assess what you have to offer in comparison to your competition. So, there's no time like the present to give your website a hard look and ask yourself: Is it adding value to your business or holding you back?

Does your website pass or fail the first-impression test?

- Is the appearance attractive and professional?
- Are the colors and visuals consistent with your established brand?
- Is the copy well written -- i.e., free of grammatical and/or spelling errors?
- Do all of the links work?

Is the perspective off?

- If you can count more "I" phrases than "You" statements, your website is boasting, not selling.

Does your website sell features or benefits?

- A list of your firm's capabilities or services is essential, but it shouldn't stand alone. To build a stronger emotional connection with potential customers, describe how you have, or would, solve problems they face.

Are you doing all of the talking?

- Quotes from satisfied customers, testimonials and/or case studies enhance your credibility.

Does your website just sit there?

- Is there any opportunity for visitors to interact with your website, i.e., complete a quick poll, subscribe to a newsletter, comment on a blog post or download a guide?
- Interactivity benefits your business by:
 - ✓ Transforming passive readers into active visitors, thus creating a stronger impression;
 - ✓ Pushing your website higher among search engine results;
 - ✓ Keeping your website's content relevant; and
 - ✓ Giving visitors reason to return.
- In addition, if your website includes a newsletter subscription form, it can deliver fresh leads for your marketing database.

Bottom line: The information your website contains, the manner in which that content is presented and the way your site works all speak volumes, creating an immediate impression of your brand. Make sure your website says the right things about your business.