



## Marketing is child's play to us.

In a world of a million different messages, how do you clear the space for yours to come through loud and clear? At Strategic Writing Inc., that's where we excel.

We're small yet we operate and think big. Strategic Writing Inc. gives you the close-up, intimate attention of a small agency with all the expertise of a large one.

A good creative agency knows the best ideas are the ones that seem simple. You know the kind, you see them on television, spot them in magazines or hear them on the radio and they just make sense. Their creative approach seems natural, the execution familiar, and the benefits obvious.

The simple idea is almost always the most illusive...an urban legend even. They are often heard of, but few actually been part of it themselves.

Both key team members of Strategic Writing Inc. have extensive experience in the marketing environment but that's only the start. Perhaps more importantly, both Mark and Cassandra also have extensive experience on the client side, from owning businesses to managing firms. Thus, we are able to combine these experiences to offer our clients a wide variety of services including:

- Retail Promotions
- Brand Development & Corporate Identity Programs
- Corporate Communications
- Strategic Planning & Marketing
- Media Advertising
- Copywriting
- Branded Merchandise
- Public Relations
- Event Planning
- Business Plan Writing and Development

Your business building blocks are all right here at Strategic Writing Inc. We embrace the youthful and uninhibited spirit of creativity to provide you with the most effective and successful solutions for our clients.

- From consumer to business-to-business communications, our meticulous research, sound strategy, and on-target executions create a powerful voice for your company.
- From marketing strategy to copywriting.
- From advertising to sales promotion.
- From websites to direct mail.
- From corporate identity to public relations.
- From brochures, to branding, to business consulting, to whatever it takes.

From the big thinking to the tiny details, we wrap our solutions in a brilliant and dynamic plan designed to wipe out your worries and get you on the road to great results.

