

# Marketing your Writing to Small Business Owners.

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With the rise of the internet, written communication has become increasingly important. Suddenly managers at car dealerships, bakers and hair stylists are being called on to provide written material to potential and established clients. It is important, therefore, for small business owners to have reliable copywriters who can help them create excellent articles, newsletters and website copy. In this article we will focus on some of the mechanics required to write great copy for your small business clients.

## Message

First, make sure that you have a clear message for each contact with your customer. This should be more than simply saying “Buy something from me”. It is important that each article, newsletter or web page has something of value for your customer. This means providing answers to the questions people have in a concise way. Consider this article, if I simply gave you a few generalizations and then tried to sell you on a product you wouldn’t likely pass the information along. However, by offering specific advice in a clear way this website becomes not only a resource for you, but a place you feel comfortable sending your friends to. The message of this is helping YOU build up your income as a writer. When I help you meet that need, you will likely purchase products from me that will help me reach a need.

Once a customer recognizes the value of a website it will become a resource that they'll refer to their friends and associates. You need to provide the kind of content to your clients that will add value to their business. When they see a positive impact on their bottom line, they will come to you for other projects. Word of mouth advertising is the best form. Foster that by communicating a message with the customer's needs in mind.

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Of course this applies to your own website as well. You are the owner of a writing business and it is crucial that you not neglect your own business while building that of others. Determine the message of your site and make every effort to use that message in every form of contact you have with customers of your website [both readers and clients].

## Tone

Depending on the message and target market what you write will have a very different tone. On my Writing Career Coach website [[www.writingcareercoach.com](http://www.writingcareercoach.com)] I edify and inform writers who are developing a writing business. That tone is very different from my common-sense money management website, [TheBalancedLife.com](http://TheBalancedLife.com). To establish a proper tone for each assignment look around at similar websites, pay attention to the client's mannerism and language. If the business is a small repair shop with three bays there may be a much different feel to the newsletter than you'd have if you were writing for the service department of a car dealership.

Understanding the unique tone that is required for each audience takes time and practice. There is a fine line between casual and unprofessional. Business owners need to be careful not to cross it. As the copywriter you have to be willing to make suggestions if something is out of line, but you also have to recognize that it is ultimately the client's name on the line, not yours. Sometimes we have to give the client what they want, even if we're not sure it is what they need.

Consider having resources for a variety of audiences. If your client sells tires you need to have web pages or articles that speak directly to customers. You may also need to have web pages or articles that speak to 'car people'. The tone will be very different with the two audiences. Make it clear to your client why this is a benefit to their business so that they see you as adding value to their business rather than simply trying to add hours to your time card.

## Call to Action

Always give a call to action. It can be something as simple as “if you’ve found this helpful tell a friend”. It could also be “take advantage of \$10 off your next purchase.” Whatever it is, make it short and specific. Allow the information you provide sell the customer, not intense please for their money.

While this is just an overview of the kinds of writing a small business owner might need, these are important ones. The key is taking time to educate yourself on how to write strong copy so that you can meet the needs of business owners. Always put yourself in the place of the customer: First as your customer [the client] who wants excellence in the writing then as your client’s customer who wants information. When you do this you will find a growing demand for your services. And, as always, lead by example. Provide a website that gives real answers to the questions your customers have. When they recognize you are knowledgeable on the subject you will be the one they come to when they decide they don’t want to do it themselves.

About the author:



**Author Bio:** Tiffany Colter is a passionate freelance writer whose credits include national magazines, local papers, E-zines and blogs. Topics have ranged from reporting on-assignment about local businesses to national trends in the writing market. She can speak as readily on overcoming challenges by faith as she can reaching a target market through platform development.

Every month more than 40 pieces authored by Tiffany appear online or in print. She speaks regularly to Writers groups & Business Owners as well as individuals.

The Writing Career Coach Program was born out of her desire to provide affordable options to aspiring writers.

Tiffany has a degree in Political Science from the University of Toledo where she graduated Summa cum Laude from the Honors College. She is fluent in three languages, writes suspense-thrillers and reads business books as readily as she does a novel.

**You can learn more about how to build your writing business, whether one article or a series of novels, by visiting Tiffany's blog at <http://WritingCareerCoach.blogspot.com>**

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[www.WritingCareerCoach.com](http://www.WritingCareerCoach.com)

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