

Your business is your priority . . . and mine.

Whether I'm writing, editing, consulting, or developing your web site content, I focus on your communication and business goal for the project. If your message doesn't make a positive difference in how your customers, clients, or audience **acts**, it's not worth doing—and I won't be happy with it, either. I hate wasting time or money . . . yours or mine.

With more than 10 years' experience as a project manager along with my writing experience, I know how to drive everything I do toward your primary goal—and get it done when you need it.

I'll help you focus on **what's good for your business** throughout my process, from gathering information up front about your organization and your audience to making sure the final package works—right down to each little word.



"Professionals like Lauri continue to expand EDS's credibility with customers and potential customers. We very much appreciate her effort, combined with the style and professionalism with which it was delivered, in conducting a very successful forum." —Ben Asbury, Division Manager for EDS Corporate Information Security; describing my work for a global security conference attended by upper-level managers from more than 65 corporations around the world; Plano, Texas.

"You are doing a wonderful job. I love the info on Gatesville prisons; I have been looking for that for awhile. You are good . . . very good. Everything I have looked at, I like. It is so fast and easy to read." —Linda Strom, Discipleship Unlimited founder; LifeRow.org web site; Milwaukee, Wisconsin.

See examples of what I can do
for your business or organization at
www.McIntoshWriting.com

Communicate your message clearly, concisely, correctly...and effectively.

Writing

Steamline and focus your existing content... or combine multiple documents into a seamless package.

Editing

Use your web site or online media to reach a widely-dispersed audience around the clock...even with rapidly-changing content.

Web

Determine the primary goal of your project...and base content, style, and format on precisely targeting this message to your audience.

Design

McIntosh business writing

More than **13 years'**
corporate experience in

Writing, Editing, and Communications

Web sites, brochures, fliers, newsletters, postcards, direct mail, technical projects, documentation, special events, conferences, trade shows, programs, press releases, speeches, marketing, advertising, public relations, corporate identity/image pieces, proposals, executive summaries, business planning, annual reports, trade journals, human resources, non-profit group materials, training and education . . .

. . . in multiple media.

www.McIntoshWriting.com



**Words that change
what your audience does.**

McIntosh
business writing

Member of the Allen, Texas,
Chamber of Commerce



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If it doesn't change what your audience does, why bother?

People write what they want their audience to know. Businesses describe their products and services, managers tell employees about a new policy or process, and organizations get news out to their communities.

But in the end, did the message change anything? Did more new clients contact you? Are your customers coming back for more? Are your employees more productive? Did your community or organization work together more efficiently or handle that crisis well?

You can spend endless time and money on web sites, brochures, flashy ads, speeches, conferences, classes, outreach efforts . . . you name it—but if your results don't balance your expense, it was all wasted. These days, you don't have money **or** time to waste.

You don't have to do this. Here's how . . .

Determine your goal for the project.

I begin your project by helping you pin down the answer to this critical question: **How do you want your audience to act differently after seeing your message?** Not what you want them to know or understand . . . but why are you doing a communication project in the first place? Based on this one critical goal, we can figure out **how** to reach them.

Web site home page for GTCI.

Write to your audience—in their "language" and in the right medium.

When your audience sees itself in your message, they listen. **Who** is your audience? I quickly probe to learn as much as I can about your audience, and I'm skilled at customizing my writing style and vocabulary to fit them. I've worked professionally with everyone from top-level corporate executives to middle school students, and I'm at home with both. I'll also help you determine the best medium to fit your audience, your message, and your budget.

Communicate clearly, concisely, and correctly.

Changing writing style to fit your audience **never** means sacrificing accuracy or clear language. In fact, the clearest messages come from writers who know grammar, punctuation, and word usage rules thoroughly. These writers know how to put a message together so that each word pulls its weight—there's no extra "junk" to muddle the point. I've practiced those skills almost daily for 17 years, and I've been blessed with a natural ability with written words, paired with analytical thinking, since childhood.

"I think that you and the team are doing a wonderful job creating, compiling, and editing the Architecture Services documentation. It is clear, concise, and easy to understand ... the EADS [client] response has been great!"—Frances Dubester, EDS Project Manager; Plano, Texas.

"Lauri provided not only a professional service to conduct these sessions but left these IT professionals from other large companies with a very positive impression of EDS. Professionals like Lauri continue to expand EDS's credibility with customers and potential customers."

—Ben Asbury, Division Manager for Information Security, EDS Corporate Security, Plano, Texas; describing my work for the I-4 Global Information Security Conference, hosted by EDS and attended by mid- and upper-level managers from more than 65 corporations around the world.

"You have my full permission to use anything you want for [the] web site. And go ahead with putting together your own excerpt ideas for the new book. You did such a great job with the Footsteps [book], I know you'll put things together wonderfully."—Bruce Marchiano, actor and author of four books; requesting my work on a web site book excerpt section for his second book; North Hollywood, California.

See my portfolio and more at www.McIntoshWriting.com