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Copywriting for Business
“The Write Touch”

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Come To My Next Seminar with Motivational Speaker, Chris Sopa!

The Power and Prose of Networking

December 7, 2005

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Visit the 15th Annual Entrepreneurial Women’s Expo November 10th, 8am to 4pm at the DuPont Country Club!

Cool Links

<http://www.chrissopa.com>
Business coach and nationally renowned motivational speaker...this is one cool lady!

<http://www.chesapeakecity.com>
My home base on Maryland’s eastern shore, and a heckuva great place to visit.

<http://www.absolutewrite.com>
A great place for budding writers, pros or wannabes.

<http://www.cecilsoil.com>
A cool new magazine about the people of beautiful Cecil County, Maryland. And (shameless plug) I’m features editor and contributing writer.

Stay “In the Loop”

Losing touch is always a sad thing. I moved away from most of my friends and family when I married, and my relationships with them have never been quite the same. We get busy, don’t call or write as much—life gets in the way—and before we know it, it’s been years since our last conversation.

The same thing can happen with business clients as well, unless we get proactive about staying in touch. But before you spend gobs on that new advertising campaign, get back to basics with some good old-fashioned networking.

There are many opportunities out there to network with potential clients—focus groups, Chamber of Commerce card exchanges, even volunteering at the local library or school function. Choose a regular venue where your potential clients gather and make the time to do it—but don’t try for a prize for handing out the most business cards...networking is about getting to know people, building relationships and nurturing them over the long term.

A good way to stay in the loop with people who have shown an interest in your product or service is to employ a regular device for keeping in touch. This can be a regular newsletter, calendar, emails or holiday postcards, but the key word is “regular.” Whichever device you use, it should be cranked out like clockwork as part of your marketing strategy. Regular visits to the dentist help prevent tooth decay, and the same can be said of keeping in touch with previous, current and potential clients as well. Regular visits help relationships stay healthy and productive.

Orange for the Eyes...What’s up, Doc?

For those of us who stare at computer screens for most of the day, **tired eyes can be a problem.** It’s enough to make one reach for Grandma’s eyesight remedy, the handy carrot—but many people on low-carb and low-sugar diets feel they have to give up the old stand-by.

Balderdash! While carrots do contain lots of natural sugar (more than any other veggie except beets), its fiber causes its sugars to break down slowly in the bloodstream—and doesn’t cause the insulin spikes that fad-diet fearmongers would have you believe.

So don’t skip your carrots...these crunchy orange beauties are packed with phytonutrients and beta-carotene—a major source of eye-

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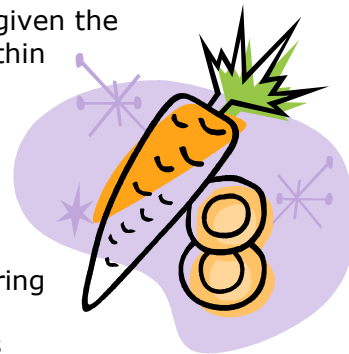
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For more information on the healthy aspects of eating fruits and vegetables, click here: <http://www.agri-culturehealth.com>

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healthy Vitamin A. Scientists have known for centuries that vitamin A is crucial for eyesight—so important that it was given the chemical name "retinol," after the retina, the thin layer of light-sensitive cells in the back of the eyeball that enables us to see. Additionally found in many other orange vegetables (such as winter squash and sweet potatoes), Beta-carotene is also crucial in maintaining the immune system, the skin, and the epithelial lining of every organ. When considering that over 85 percent of cancers start in these cells, that's all the more reason to follow Bugs Bunny's example and munch away on Grandma's favorite.



“Discovery Questionnaire” When coming up with your next advertising campaign, think about these questions before getting started...they can keep you focused on what's important—your client's needs.

1. Who is the audience for this piece? Is it the same as your target market?
2. What are their hot buttons? What issues are important to them when considering a product like yours?
3. What makes your business, product or service unique?
4. What do you do better than your competition?
5. What are your company's long and short-term goals?
6. Who is your major competitor? Where do you rank in your industry?
7. How do you currently market your business?
8. What are the main points you want to convey in this piece?
9. Do you have a tagline or slogan?
10. If money were not a factor, what would be your ideal marketing campaign?