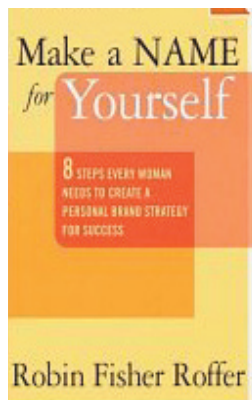


What Are You Known For?

by Deborah Chaddock Brown

When was the last time you revised your 30-second commercial. You know...the words you say at a networking event when someone asks what you do?

My summer reading this month is a book called Make a Name for Yourself, 8 Steps Every Woman Needs to Create a Personal Brand Strategy for Success by Robin Fisher Roffer.



In her book, she emphasizes the need to identify one single product or service that you want to be known for and create a branding strategy around that item.

Previously, I would tell anyone who asks that I'm a writer. And they say, "What do you write?" I would reply, "Pretty much anything for your business." And then I would give a long list of items: newsletters, brochures, flyers, postcards, professional bios...

Do you know what they heard?

"Bla, bla, bla, bla.." Kind of like Charlie Brown's teacher.

I needed to focus my message. Are you ready? Here is it:

Pictures tell the story but search engines look for words. AllWrite Ink provides solution-oriented web content that enhances your internet visibility. As a professional writer I help my customers communicate their brand message using simple words that convey a powerful message. I'm Deborah Chaddock Brown from AllWrite Ink writing words people read.

What do I write? **WORDS PEOPLE READ.**

Is that important to you? I would hope so.

So back to you...what do **you** want to be known for? What is the one thing about your business that you are passionate about, that you provide better than anyone else, that sets you apart?

If we asked five of your customers, would they know the answer? Ahhhh. Something to think about, isn't it?

Need help communicating your brand message? Call today!

330-414-8792

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August 7th is Treasure Your Customers day!

According to Entrepreneur Magazine, August 7th is a day set aside to say "thank you" for the opportunity to work together. So, here I am saying THANK YOU.

Finding the right words to communicate your message can be challenging and time consuming. As an executive, you are focused on running your business. Let AllWrite Ink take the hassle out of finding the right words and methods to communicate your message so that you can concentrate on the business of making money.

As a special thank-you, I'd like to offer you a **10% discount** off our next project. Simply call or email me by August 31, 2006 and mention this newsletter.

Need to Upload a Video Message?

Are you trying to reach a target audience with your video message?

Check out www.YouTube.com, a new company offering subscribers a place to upload their video message for all to view. In an article in the Life Section of USA Today last week, the reporter shared that industry talent scouts are searching You Tube for new talent. But whether your dream is to make it in Hollywood or to reach customers with your video message – this is a site being viewed by millions.

The process is simple and free – check out the site and consider You Tube as a free place to communicate your message!

Where is Deborah speaking next?

August 9 Hudson Summit Success
"Planning an Effective Event"

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