

EXPERIENCE

Deborah Chaddock Brown, President, AllWrite Ink, brings over 25 years of retail sales expertise, including 18 years of franchise experience, to her writing business. Prior to establishing AllWrite Ink, she was the Director of Communications for a billion dollar retailer that owned Pearle Vision and Things Remembered.

We'll communicate your message

- Web content
- Newsletters
- Press Releases
- Marketing letters
- Direct mail
- Brochure/flyers



ADVANTAGE

A professional writer can:

- Increase your efficiency
- Enhance your image
- Provide a fresh perspective
- Improve your bottom line
- **Free up your schedule for more important things!**

Why spend time and energy trying to write the words when you can hire someone to do it for you?

The AllWrite Ink Advantage:

- We are there when you need us.
- We focus on meeting your objectives.
- We provide experience with a fresh approach.
- We are small, without a large overhead so we provide value at a modest cost.

“Deborah has a gift for communicating information in a manner that is creative and informative and appeals directly to what is important to the reader.”

Todd Murray, President, Beltone

INTEGRITY

Consultation/Agreement

There is no charge or obligation for the initial consultation. Simply share your objectives and writing requirements and we will provide our recommendations for the project. Together, we will discuss a feasible strategy that meets your needs. We will sign a simple agreement that outlines roles and responsibilities, timelines and pricing.



COMMITMENT

Concise

Your communication is important. The easiest way to ensure the reader takes notice of your message is to write in a concise, easy to understand manner.

Complete

We help you include the facts of who, what, where, when and why so the reader understands the initiative, their role in the process and when it must be completed.

Commitment

Good writing doesn't just happen – it takes active listening, research and extra effort to find just the right words.

What's the next level for you as a leader?

Work with a coach to unveil your inner brilliance.

Linda G. Unger, President of Electric Impulse, Inc. and much sought after executive coach will work with you to reach the next level.

First she helps you identify the value you bring to the marketplace and then creates a personalized strategy to ignite your journey.

Business productivity depends on the personal leadership skills of all of your team members. Leaders who generate creative and positive emotional energy are more productive.

Last August I began a life-changing journey with Linda to develop my presence and presentation skills. A marvelous teacher and coach, I would highly recommend her to anyone who has an interest in developing their leadership skills.

Robert P. Bivich, Sr. Executive Vice President, FordNext Corporation

Why Linda's clients want her one-on-one coaching:

- Accelerated Results: Identify and Grow Your Value
- Accountability for your progress
- An action plan for short term and long range results

As a leader in the "communicating value" movement, she helps her clients discover, define and develop their hidden value to gain their competitive edge.

Objectives of the program:

- Develop a more empowered leadership style
- Be more effective
- Inspire your team efforts
- Think and talk to the results you want
- Increase your visibility
- Stand out in your marketplace
- Ignite your competitive edge

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Electric Impulse, Inc.

We promise to give you our best work, every time.

Selection of Our Customers

After Hours Formalwear
Pearle Vision
Kent State University
Electric Impulse
Strachan & Casale, Inc.
PSI Solutions
Marketing Resources & Results
Clarity Imaging
Marketing Solutions
Whetstone Group, Inc.

Deborah is also blogging!

www.allwriteink.blogspot.com
www.bizinformers.com

Sign up for
"Words People Read"
Deborah's FREE monthly
e-newsletter:

www.allwriteink.com

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Do you need to communicate a message to your customers or employees?

Whether you need a newsletter, updated website copy or marketing materials; We can help.

We write

Words People Read SM