

Making Write-ups Work For You And Us

Write-ups are an extremely effective advertising tool.

Our readers enjoy reading about local businesses. Merchants enjoy the opportunity to convey more than is possible in a display ad. Our writers are professional journalists and have an eye and an ear for the special flavor that makes each business unique. You can help. An interesting interview makes for an interesting write-up.

Following are some guidelines:

1 The writer will ask you questions and take notes on merchandise and displays where applicable, but it is advisable to think beforehand of major points you would like included in your write-up.

2 Consider anecdotes, human interest stories, general facts and history about your business that would make interesting reading. This is your chance to really come alive to potential customers. One reason these advertisements are so widely read and so effective is that they are creatively written, informative, sometimes entertaining, and even occasionally newsworthy.

3 The interview takes approximately 30 minutes, depending on the nature of the business. Call our office at (703) 866-5156 or the writer 24 hours prior to your appointment if you need to reschedule.

4 Interviews for 1/2 page, 3/4 page and full page write-ups take place in person at the store or business, unless the client would prefer a telephone interview. This would be appropriate if, for instance, the business is a service that goes to people's homes, so there's only an office for the writer to actually "see".

Interviews for 1/4 page write-ups are always conducted by telephone, as are approvals, or they can be faxed or e-mailed to you.

5 You will have an opportunity to approve your write-up and make necessary changes. These approvals can be done over the telephone, by fax or by e-mail. Make arrangements with the writer.

6 Most people make few changes, if any, in their write-ups. Our aim is to satisfy you and to produce a compelling ad. Our writers have a proven track record here, and a feel for what works. Too many changes can break the flow and tone of the article. Therefore, please confine changes to correction of actual errors only, if possible. Also, too many approvers can spoil the story. **Anyone that will be approving the article must be at the interview.**

7 Our writers have deadlines — the order must be submitted at least 20 days prior to publication date. Please respect this by returning telephone calls. We want adequate time to get your article through other departments (editing, proofing, etc.) and to lay it out in an eye-catching manner.

The Buyer's Guide

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