



## Distinguish Yourself from a World of Competition

By Sallie W. Boyles

How can you distinguish your business among a world of competition when you can't spend all the money in the world on advertising?

**Before you spend another dime, take a little time to ponder the following:**

**Telling impresses more than selling.** Delivering worthwhile information to your target audience in a well-written article often leaves a more favorable impression and generates a better response rate than a typical ad.

**You do not have to spend a fortune to make a fortune.** Creating well-written articles that appeal to readers of targeted professional journals, newspapers and e-newsletters generates goodwill and "free" publicity, potentially saving \$1,000s compared to ads in the same media.

A strategic approach to publishing articles brings optimal exposure and top results. Taking the time to plan and prepare is essential:

**Consider Your Target Market:** In determining the content and the delivery, you should know your audience.

- ~ What publications do your prospects read and deem credible?
- ~ How simplistic or technical is their understanding of the topic?
- ~ Is a dry, straightforward approach more suitable or would elements such as humor and a more personal style be fitting?

**Consider Your Target Publication:** As a professional, you'll want to be regarded as such by researching editors' submission requirements and adhering to them.

- ~ Is your topic appropriate for the particular publication?
- ~ Should you begin with a query letter or submit the full manuscript?
- ~ Is e-mail delivery acceptable?
- ~ What is the desired word count?
- ~ What constitutes the proper manuscript format?
- ~ What is the name of the editor who accepts submissions?
- ~ What is the lead time to acceptance and to publication?

Invest the time to take a strategic approach in producing and placing newsworthy, targeted articles. With the right positioning, you (or your company or practice) will become the preferred resource for your products and services. A little effort upfront can yield big results!

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