



A Copywriter *and* Content Consultant

- Introduced a more streamlined, focused approach to content development
- Accelerated the brochure production process, while minimizing time-wasting errors
- Reflected client's world-class capabilities in intuitive, compelling brochure copy

Copywriting and Consulting for GE Plastics (Now SABIC Innovative Plastics)*

If SABIC Innovative Plastics sells one thing, it's versatility. In addition to offering an incredibly broad portfolio of engineering materials, the company has a strong tradition of partnering with customers to innovate and if necessary invent a solution.

Versatility can be an extremely challenging value to market, however. It can result in over-detailed, yet abstract brochures that manage to under-explain critical benefits.

It helps to know what questions to ask, like:

1. Will this brochure introduce technology to an unfamiliar audience, or reinforce benefits with which they're already familiar?
2. Is it a leave-behind, or a platform for active discussion between sales reps and customers?
3. Who ultimately makes the purchasing decision, and how can this brochure's message reach them better?

Such questions led GE to take a new approach to sourcing and structuring the content in its brochures. They also helped GE's brochures focus its message into a laser-like stream of benefits that spoke directly and immediately to key decision-makers.

As a result, GE's collateral better translated key industry trends into competitive challenges, and built a persuasive case for GE's materials and expertise as the solution.

The Takeaway: I'm a career copywriter, not someone looking to make a quick buck between "real-jobs." I consult with clients to **clarify and strengthen communication** of their core value propositions. I can also help **accelerate production** of marketing collateral, and ensure it **compels key decision-makers** in your market to take desired action.

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Contact me right now for a no-obligation, no-pressure, free consultation. Describe your project, problem or goals. I'll share my ideas and, provide an estimate within 24 hours.

I promise you'll be delighted with the results.

- ❖ *This document does not reflect an endorsement of GE. All opinions and perspectives are strictly mine, and reflect how I might illustrate my professional abilities in a job interview.*