



TO : Agencies and Other Companies Interested in Hiring Full-Time Writers

RE : A Better, Les Expensive Alternative

Hi. As you can see from our signature block below, I'm Les Cohen. I'm the principal writer for a small firm specializing in marketing and other materials – including speeches, position papers, website materials and mailings – that we write for our corporate and political clients. Sometimes serious, other times light, from creative to ordinary, we do what our clients need. The assignments may vary, but the care, craftsmanship and high quality of the work we deliver is always constant.

The name of our company is **Writeaway**. No, we haven't spent a great deal on logo design, choosing instead to invest in the art and science of helping our clients communicate more effectively. The name is entirely descriptive. Writing is mostly what we do and our clients invariably want everything – however minor or huge – right away. And yet, even though you may be one of those clients who calls us evenings and weekends for help, that's okay. The fact is, we love what we do.

If you're interested, you can visit our website, www.Writeaway.us for a description of the services we provide. Feel free to go there. Among other things, you'll find out that we do research, honest-to-goodness research, to perfect our clients' ideas and make sure, when we write substantive material, that we know what we're talking about. Our staff may be small, but we're over-educated. One of us has a master's in sociology, another (me) has a doctorate in economics. Others have degrees in subjects as diverse as creative writing, philosophy and history.

Most of our business comes to us via word-of-mouth, but we also respond to job advertisements like yours. Our simple point is that our experience is more extensive and the quality of our work is higher – and what we charge quite probably lower – than the fully-loaded, per project cost of actually hiring someone to do the same job. This is particularly true if you don't have enough work for the full-time person you're adding to your staff.

That's right, we're suggesting that you consider using us to write for you instead of bringing on new staff with all the attendant expense, training and risks that entails.

Proximity anxiety? That's what phones, video chatting and email are for. Technology solutions aside, we don't mind meeting you at your offices for some old-fashioned face time. The fact is, we believe that nothing beats the value of in-person communications. We consider it essential and don't mind visiting with you now and then if that's what it

takes to get the assignment just right – particularly when we're getting to know a new client. Otherwise, there's a great deal that we can get done working for our clients from our offices.

By the way, we're based in Columbia, Maryland, between Baltimore and Washington, but don't mind traveling around the region or across the country. (I've personally written some of my best copy at tiny hotel desks with an open box of cold pizza on the bed behind me.)

How much do we charge? It depends upon the nature and duration of the assignment, but always by the job. Never specifically by the hour.

And we do some work for new clients on spec. That's right. We'll sometimes do a first, smaller assignment "on the house," just to prove our point.

If you're interested, give me a call or email – to set up a meeting, perhaps with an initial assignment or to request recent samples of our work which we'll be happy to provide.

Thanks for considering our proposal. We're looking forward to hearing from you.



Les Cohen
443-621-3880
Les@Writeaway.us



[www.**Writeaway**.us](http://www.Writeaway.us)