

Absolutely

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Service Profile: Messaging and Copywriting

Good words empower sales. Effective messaging begins with your elevator pitch, and extends to consistent and powerful marketing for your company across print and web mediums.

Having a strong branding message is particularly important for emerging companies with limited budgets. A strong brand can shorten your sales cycle and economize your marketing expenses. Think of how many easily forgettable sales brochures you have thrown away from trade shows and conferences. Sometimes less, not more, can best educate and persuade your target customers.

Absolutely Inc. Messaging Methodology

Absolutely Inc. employs a messaging pyramid approach based on principles developed by Larry Light, the executive vice president and global chief marketing officer of McDonald's Corporation. Light's insights are applicable for more than just selling billions of hamburgers: in their summer 1999 edition, *Harvard Business Review* published "What High Tech Managers Need to Know about Brands," based on Light's messaging pyramid approach.

Level 4, the bottom level of the pyramid, reflects the tangible, specific details of the product or service. Most high-tech product marketing is at this level. But customers, particularly those from a line of business or finance perspective, are more interested in the product's benefits than how the product works. Most Cisco customers don't select Cisco routers based on the fine print on the back of the product data sheet. Of course the product details are very important, but they are often overemphasized at the expense of a more targeted marketing message that connects with buyers at both the rational and emotional levels.

It is at the higher levels of the messaging pyramid, beginning with the brand and elevator pitch, where companies establish their identity and empower their sales process. Eckhard Pfeiffer, the former CEO of Compaq, explained the difference between the bottom and the top of the messaging pyramid: "Consumers don't go shopping for a 24-valve, six-cylinder, x number horsepower, fuel-injected engine. They shop for a Taurus, a Lexus, a BMW, a Jeep Cherokee, a Hummer, whatever. They shop for well-known, trusted brands." *HBR*, July-August, 1999.

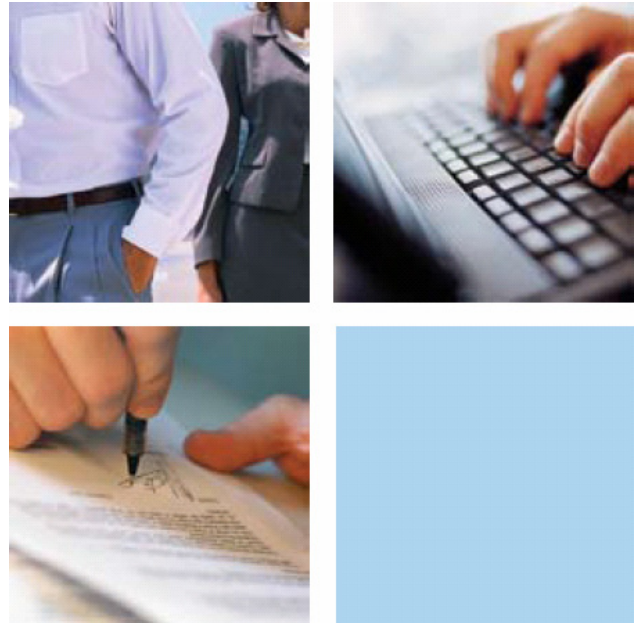
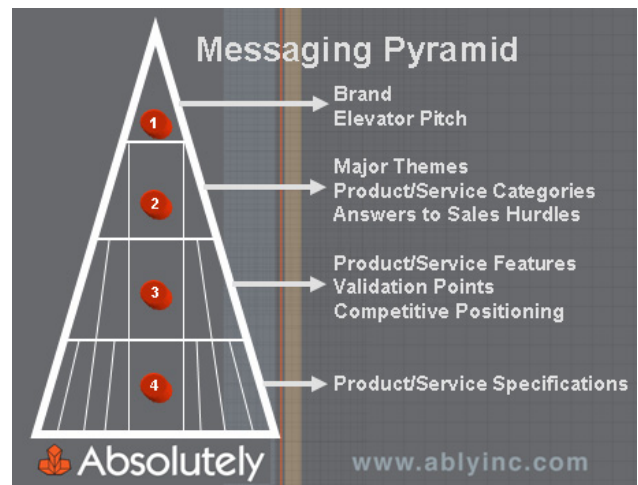


Figure: Absolutely Inc. Messaging Pyramid



Absolutely Inc. values service and excellence for each client and each project. We look forward to contributing to your success.

By following the messaging pyramid methodology, we anticipate and answer the readers' most likely questions. Each subsequent level of the pyramid provides validation points and details for the previous level.

Our Client Approach

Absolutely Inc.'s messaging and copywriting service begins with an interview with you, to understand your objectives, target market, and the intangibles of what you would like for your company and brand to represent. We also review your existing marketing materials.

You can expect a couple of drafts from us, with ample opportunity for feedback and ideas, before the text is finalized. A typical timeframe is two weeks.

Once the core messaging is completed, and the first output done such as Website text or PowerPoint slides, we can assist you in delivering a consistent, powerful marketing message across multiple print and web mediums, with differentiation based on the specific B2B or B2C customer segments, industries, product/service categories, and geographies.

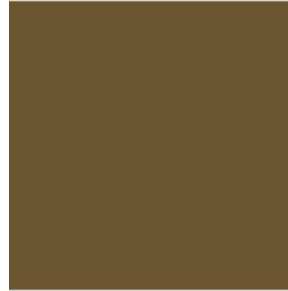
Absolutely Inc.'s lead copywriter, Brett Sheppard, has written copy for marketing and investor relations for dozens of global 500 companies. He brings specific expertise in technology, having worked as a Senior Analyst for Gartner Group and Director of Strategic Marketing for Nortel Networks.

Suggested Resources:

- *Harvard Business Review*, July-August 1999, "What High Tech Managers Need to Know About Brands"
- *The Chicago Manual of Style*
- *The Elements Of Style, by Strunk & White*
- *More Words that Sell*
- *How to Write Sales Letters that Sell*

Company Profile:

Absolutely Inc. empowers emerging companies, and the new business initiatives of established firms, to cross the early adopter chasm to a larger customer base and higher revenues. Our product management and marketing services enable our clients' sales processes to be faster, easier and with a higher win rate. We staff industry expertise in technology, biotech, financial services, eCommerce and the public sector. We guarantee your satisfaction with our work.



Customer Success Case:

"Using the messaging and PowerPoint slides you developed went very well. The customer presentation went much faster, covered the key points, and left time for what we really want, to show the software demo. Your work was a big help." – Mr. Lubo Madolev, Vice President of Sales, Intelligent Wave USA, New York, NY

When Intelligent Wave first sought to sell their Insider Threat Management security software in the U.S. market, they had 150 technical PowerPoint slides which were translated from Japanese. Absolutely Inc.'s Brett Sheppard joined Intelligent Wave's first industry analyst call, with Gartner Group. Brett helped Intelligent Wave to incorporate feedback from customers and analysts to produce tighter messaging which best reflects Intelligent Wave's customer opportunities in the U.S. Fortune 500 and government marketplaces. The revamped messaging and marketing collateral has significantly reduced the sales cycle time for Intelligent Wave's sales force and channel partners to start commercial pilots and sign new accounts.

Related Services from Absolutely Inc.:

- Website Texts
- Corporate and Sales Brochures
- PowerPoint Slide Presentations
- Return on Investment (ROI) Sales Tools
- White Papers and Business Cases
- Newsletters and Success Cases
- Request for Proposal (RFP) Response Boilerplates
- Webinars and Podcasts

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