

Turns of Phrase List of Services

- **Custom packages:** A unique combination of services that speak to the particular goals of a business.
- **Case Studies:** Use this document to share the story of how your particular product or service gained results for a client.
- **Infographics:** This document adds attractive visuals, and has a higher retention rate of information than just text.
- **Newsletters:** Stay top-of-mind with clients and prospects through regular distribution of this #doc.
- **Web Content:** Use a scannable format and text to share what you know and who you are with your audience.
- **Brochures:** Repurpose information from your website onto a small pamphlet to distribute.
- **Ghostwriting:** The Ghost of Keyboard's Present happens to share your name will complete a project for you. Isn't that nice?
- **PR:** Do you need to write and distribute a press release to media outlets? Or how about a pitch letter for a guest spot on a radio station?
- **Speechwriting:** Words are written with the intention of speaking them using rhetorical elements such as storytelling, repetition, transitions, a strong opening and closing, and quotes.
- **Blogging:** Speak in your brand's authentic voice and with less formality to add the human element to what you do.
- **White Papers:** Use this document as a soft sell for your services by exploring a problem to which your product or service can provide a solution.
- **Social Media:** Regular updates to social media accounts (LinkedIn, Facebook, Twitter, and Instagram).
- **Proofreading and Editing:** A thorough review of a project for grammar and syntax.