



FOSSUM
CREATIVE

COPY THAT TURNS YOUR CUSTOMERS ON

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You know that guy at the party who always has the latest and greatest version of some shiny thing and then proceeds to start raving about it to everyone and telling them why he could never live without it and showing off all the cool things it does and how amazing it is until pretty soon every person in the room is whipped up into a frenzy of excitement and has to get their hands on this remarkable new shiny thing and then someone inevitably leans over to him and says something like “That company needs to hire you—you’re like a total walking advertisement for them.”

Yeah, so... we’re that guy.

And you’re that company.

But instead of raving about your products to just a few people at a cocktail party, we write it all down for you instead. So you can use that marketing copy to rave about your products to thousands of people all at once.

You see, we’re copywriters. And that’s what we do.

We market shiny things.

Welcome to Fossum Creative.

We really have a way with words.

Introducing the creative agency that consumer technology companies, design firms, and branding agencies have been waiting for. The piece of the marketing puzzle that's been missing for far too long. The afterthought you should be thinking of first.

We're talking about words.

The words that tell your story. The words you use to generate product lust, gadget envy, and brand loyalty. The words that fill the pages of your collateral, populate your website, and arrive in the mail and inboxes of your customers.

You see, without the right words, you aren't really saying much of anything.

And why is this so? Because aside from having a compelling product, powerful copy plays one of the largest roles in influencing consumer behavior. It connects with your customers' emotions. It makes them long for your product. It answers questions and overcomes objections. And it gets them to act.

But only if it's done right.

At Fossum Creative, we create desire for your consumer electronics products through compelling, creative, and persuasive copy. Every day, some of the leading names in consumer technology—companies like Apple, Yahoo!, TiVo, and Plantronics—rely on us to convey complex ideas in a language that consumers can easily understand.

And since our foundation is in direct response marketing, the strategies and tactics we use in our copy are always designed to deliver measurable results and a solid ROI.

So not only will your copy create an insatiable need within your customers, it'll also inspire them to act on it by making a purchase, using your product, becoming a fanatic, and spreading the word.

Ah, yes. It all comes back to the word.



Copy that turns your customers on.

Fossum Creative is a strategic copywriting agency that specializes in consumer technology and emerging media copy that compels your customers to buy and creates unparalleled brand loyalty.

Founded in 2002 by award-winning direct response copywriter Cory Fossum, our mission is to create innovative marketing and sales copy that instills gadget envy, product lust, and brand pride in your customers. And since we're a strategic agency, every word is written to produce measurable results.

We've got your marketing campaign covered.

Our expertise covers direct response, branding, and traditional marketing for both online and print media. We write for a broad range of formats including websites, email, branding collateral, sales letters, advertorials, product demos, packaging, and branding collateral. Whether it's a single email blast or a complete product launch, Fossum Creative will ensure that you connect to your market and motivate them to take fast action.

Copy for consumer technology and emerging media companies.

The client list at Fossum Creative reads like a who's who of Silicon Valley consumer tech companies and includes names like Apple Inc, TiVo, Palm, Yahoo!, and Sonic, among many others. In addition to these large corporations, we also work with emerging consumer technology companies to ensure that their promotional and sales copy generates excellent response and a solid ROI.

We always mix business with pleasure.

Our team of copywriters and strategists are passionate about the success of our clients and it shows from the moment you make contact. We work closely with you to determine the messaging and medium that'll provide the greatest impact with your target market. And then we go off and put the pieces together while you take care of everything else on your plate.

Our work represents our clients. And our clients represent our work.

That philosophy is at the forefront of everything we do. Which is why we go out of our way to make sure that this process is smooth, efficient—and even a little bit of fun for you.

It's time to get this party started.

Whether you're launching the next big thing, reinvigorating your messaging, or preparing to make a huge splash in the market, we look forward to helping you make it happen.

Call Cory Fossum today at 408.354.9977 to get the ball rolling.



Need a good reason to work with us? Here's ten.

- **Reason #10: We write to get results.**
Our primary goal is to achieve the results you need and exceed your expectations in the process. Fueled by our expertise in direct response copywriting, each strategy we implement is devised to yield a significant return on your investment.
- **Reason #9: Strategy is our middle name.**
We don't just write copy, we work with you to map out the entire strategy behind the messaging of your campaign. And every word we write deliberately serves the purpose of getting the results you expect.
- **Reason #8: We set the bar pretty high.**
There's a reason the biggest names in consumer technology ask us to write the copy for their marketing projects. We both have remarkably high standards, so they know that theirs will be met every time.
- **Reason #7: Cool technology turns us into giddy schoolchildren.**
Our unbridled enthusiasm for the latest gadgets, gear, and shiny things is contagious. We live and breathe this stuff. We become raving evangelists. And you can bet it comes across in the work we do and the copy we write.
- **Reason #6: We're looking for a long-term relationship.**
Our goal is to build long lasting partnerships with each of our clients. We want the experience of working with us to be truly extraordinary, so that you keep coming back for more and never hesitate to refer us within your network.
- **Reason #5: We're a well-connected resource.**
We've aligned with a strong network of partners and business resources, so you don't have to waste time or money hunting them down yourself.
- **Reason #4: All the right people are in place.**
Our account teams are ever-changing to meet the specific needs of our clients. This lets us put the right people on the right projects to ensure the best results.
- **Reason #3: We know how it goes in a corporate environment.**
We've been there ourselves. So we understand how committees, politics, and time constraints sometimes come into play. And we know how to make them work to everyone's advantage.
- **Reason #2: We take it all off your plate.**
By allowing us to conceptualize and write the copy for your marketing activities, you're free to focus on your most profitable and pressing activities.
- **Reason #1: We write copy better than you do.**
It's just what we do. We know what works, what doesn't, and how to put a complex message in terms that will have consumers begging for your product.

Meet the executive team.



Cory Fossum, Principal

An award-winning marketing copywriter for well over a decade, Cory lends his strategic vision to every project that comes through Fossum Creative while ensuring that the agency is geared up for growth.

Cory has spent the past 12 years creating compelling sales and marketing copy that captivates readers, sells products, and delivers solid results. Since founding Fossum Creative in 2002, he has amassed a roster of clients that includes some of the biggest names in consumer technology.

His role as Principal of Fossum Creative puts Cory at the forefront of all business development activities. He is responsible for establishing client relationships while building and maintaining the trust required for a successful partnership. His top goal is to ensure that the process of working with Fossum Creative is a spectacular experience for each and every client.

Additionally, Cory divides his time between consulting with clients, writing successful marketing campaigns, and applying his vision to all of the projects that come through the agency. He ensures that each campaign meets the high standards that have become the trademark of Fossum Creative.

"As a copywriter, there is nothing more rewarding than knowing something you write can have an instant impact on people and inspire them to take action."

– Cory Fossum

A graduate of the University of California at Santa Barbara, Cory honed his writing chops as the Senior Editor of a national financial newsletter, the Senior Writer at the Talk City Marketing Group (now Liveworld), and an ecommerce copywriter for the online retail team at Handspring (now Palm). During this time, he also earned his MBA with an emphasis in marketing from San Jose State University.

In addition to his daily roles at Fossum Creative, Cory is also the publisher and lead contributor to Fossum Creative's monthly marketing newsletter. He serves on the Board of Directors for the San Jose State Center for Literary Arts, and acts as a mentor in the Out to Lunch Buddy Program at Cal Hills High School in Milpitas.

Cory lives in San Jose, California with his son Ethan. He is finishing up his first book of essays chronicling his adventures in fatherhood. It is due out in late 2009.



Meet the executive team.

Kelly O'Neil, Director of Marketing

An award-winning author, speaker, and “coachsultant,” Kelly has spent the past 7 years working exclusively with thousands of small businesses and entrepreneurs both as a coach and consultant to unleash their bigger game. Her role at Fossum Creative puts her in charge of strategically marketing the agency, perpetuating our status as thought leaders, and keeping us at the forefront of the minds of our current and future clients.

With over 15 years of experience working in leading marketing agencies, emerging technology companies, and Fortune 500 companies (including Epson America, Hitachi Data Systems, Kingston Technologies, and Intuit), Kelly developed her widespread expertise in advanced business and marketing strategy. At Intuit, she was responsible for launching Quicken 98, 99, and 2000 personal finance software, as well as managing multiple brand building corporate and product public relations programs.

During the dotcom boom, Kelly was recruited by eVoice, Inc., where she successfully repositioned the company to be acquired by Time Warner AOL in 2001. It was at this time that she went out on her own to form the company now known as UpLevel Strategies, where she became the driving force behind the publicity campaign for the P2P company Morpheus in their battle to legalize digital music.

Known for her devotion to excellence, Kelly's company has won a multitude of awards, including the PR Compass Award for Outstanding Public Relations and The ADDY Award for Branding. In addition, her company was named one of the 500 most innovative companies in America, for which she was awarded a 2004 Purple Cow Innovator award, by New York Times best selling author Seth Godin.

Meet the executive team.

Laurie Perolio, Director of Media Relations

Laurie brings to Fossum Creative over 19 years of diversified marketing experience, during which time she earned a solid reputation for leading successful marketing initiatives. She is well known for developing and executing strategic marketing programs that build brand equity, drive retail traffic, stimulate line and product sales and deliver the ideal customer experience.

Laurie's marketing experience encompasses the telecommunications, publishing, healthcare, manufacturing and alcoholic beverage industries. She previously served as the Director of Marketing for Pinpoint Publishing, where she led marketing efforts for nine publications.

Laurie has also held marketing management positions with US Cellular and Centennial Wireless, regional wireless telecommunications service providers located in the Midwest. She started her career as an Account Executive at D'Arcy Masius Benton & Bowles on the Anheuser-Busch Budweiser beer account.

Originally from St. Louis, Missouri, Laurie holds a Bachelor's degree in Marketing and is currently pursuing her Master's degree.

Abby Alderman, Lead Copywriter

Whether she's discussing computers, cooking, or anything in between, Abby brings fresh ideas and a persuasive approach to every line of copy she writes. As a professional copywriter for more than 10 years, she has written for a wide variety of clients including casinos and technology firms, mortgage companies and florists, nonprofits and newspapers.

She also served as the marketing copywriter for a membership-based billing company and the marketing coordinator for a theater. In addition to her work with Fossum Creative, Abby currently edits a number of special sections and subscription publications, or advertorials, for a major publisher.

Abby graduated with a bachelor's degree in public relations from the University of Florida, where she also worked in the sports information department. Once an avid equestrian (show jumping), she currently gets most of her exercise on a bike and at the gym. In what's left of her free time, she enjoys travel, watching sports, reading and—not surprisingly—writing.

Here's what we bring to the table.

To be successful, your marketing story must do three things: enhance your brand; create desire in your customers; and generate an actionable response. We write copy that serves each side of this equation.

It is compelling, clever, and creative to pique the fascination of your customers, inform them about your products, and generate an intense longing to own them. At the same time, our copy is based on proven direct response tactics. So it is always strategic, deliberate, and focused on achieving a measurable call to action.

Fossum Creative offers an extensive selection of options to meet your marketing objectives while delivering the results you need for success. We work with our clients to develop the strategy behind the copy, ensure that the right market is being targeted, and that the best message is being conveyed.

Our copywriting expertise covers the following types of projects, which can be assigned individually or combined into a comprehensive marketing campaign.

Product Marketing

- Web site content development
- Reviewers guides
- Case studies
- Presentation scriptwriting
- Sales kit development

Internet Marketing

- Sales letters
- Autoresponder series
- Name squeeze pages
- Landing pages
- Email blasts
- E-newsletter (ezine) development

Collateral Materials

- Brochures
- Merchandising tools
- Promotion flyers
- Annual reports
- Press release series
- Newsletter development

Direct Mail

- Sales letters
- Postcard series
- Package inserts
- Self mailers
- Tearsheets

For more information about Fossum Creative, including copywriting service details, pricing structures, and availability, please visit us online at www.FossumCreative.com or call 408.354.9977.

**We couldn't have said it better ourselves.
Fortunately, we didn't have to.**

"Fossum Creative has been one of the fundamental voices of Apple, especially with regards to iPod and our consumer Mac computers. I have worked with them on countless deliverables where they have been the creative force, and **the end results speak for themselves**. Along the way they always remains steady, thoughtful, insightful, and fun to work with. Cory Fossum is Silicon Valley's hottest copywriter."

• Brett Murray, Apple

"**We have some of the biggest clients in the world, and they all ask for Cory by name.** Their first comment is "He just gets it!" He and his team understand the products and can boil down complex product features and give them the WOW factor that really sells. On top of that, they are very easy to work with and bring a breath of fresh air and enthusiasm to each project."

• Kendra Plat, Black & White Design

"Fossum Creative was hired by Yahoo! for the online promotion 'Valentines in Vegas' sponsored by Dr Pepper. **Their expertise in analyzing the target audience and creating marketing materials** helped the Dr Pepper brand reach millions of users on and off the Yahoo! network. I'd definitely hire them again for future promotions."

• Randy Ksar, Yahoo! Buzz Marketing

"Fossum Creative was the natural choice when we decided to overhaul our website. They did a great job of taking copy generated from several sources, re-editing it, creating their own spin, and fitting it all together in a cohesive manner. Through their efforts, **our website now has one consistent voice that is customer-friendly, informative, and above all, human.**"

• Michelle Johnson, Silicon Valley Power

"I was skeptical about the copy Fossum Creative wrote for my client's website. It was informal, warm, and inviting. My initial reaction was that it would bomb since our client's customers are pretty serious people. Boy was I wrong! When the site went live, it started converting 455% more than the old one did in the same time period. **The phone has been ringing off the hook for my client and we are all enjoying the rewards.** I know that a crucial part of it was the copy that Fossum Creative developed for us."

• Ariel Coro, The Aptive Group

"After only spending 20 minutes on the phone with me and reviewing our collateral material, Cory and his team created an amazing tearsheet mailer that was **very well-written and covered all the points that we wanted to get across.** The layout was spectacular and looked better than dozens of other examples we had pulled from. Cory is also one of the nicest people I've ever had the opportunity to work with. His positive attitude is contagious!"

• Joshua Long, Tower Mortgage

"**Not only did Fossum Creative meet my expectations, they blew them away!** Thanks to their work, I have great confidence in knowing that the message I wanted to convey was expertly crafted and delivered. Unless you do this for a living, hire Fossum Creative – you will be making a very wise investment!"

• Karen Mileski, Kemry Corporation

"Thanks to Fossum Creative, I need a bigger wallet! I've been applying the tips and strategies I've learned from their newsletter and have **increased the number of subscribers to my own newsletter by 13.7%** in the last 3 months."

• Maren Sederquist, HealthFIT

Case Study: Yahoo! Buzz Marketing

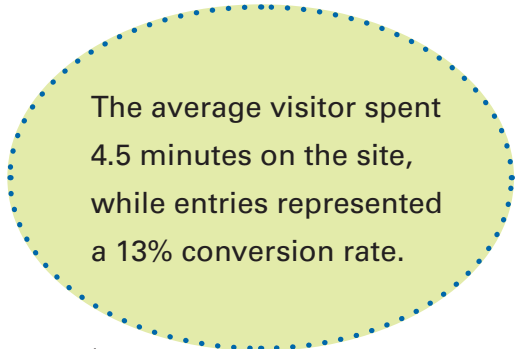
Fossum Creative Helps Turn Microsite into Viral Sensation

To generate excitement and awareness for their limited release flavor, Cherry Chocolate Diet Dr Pepper, Dr Pepper knew they had to go big. This was an indulgent soda. So they needed to hold the ultimate indulgent event. Which is exactly what they did.

In a partnership with Yahoo!, the two companies threw a 24-hour Valentines in Vegas Wedding party at the **Hard Rock Hotel & Casino**. People from all over the country showed up, got married, renewed their vows, or simply crashed the party—and they got to do it all for free.

Yahoo! was selected as the partner of choice to drive this viral marketing event by building a best-in-class microsite that could be promoted throughout its numerous channels.

The goals were to both drive attendance to the party itself, while also supporting the Diet Dr Pepper 2008 brand marketing campaign. The site needed to reach out to the transitional target demographic of ages 22-30 and speak to them in a fun, humorous, and exciting tone.



The average visitor spent
4.5 minutes on the site,
while entries represented
a 13% conversion rate.

“This was not the time or place for dull, lifeless copy,” explains Larissa Zimberoff, Marketing Manager at Yahoo! “We needed to turn the microsite into a viral sensation. It had to promote the event, support the brand, and be clever enough to inspire visitors to forward the site along to all of their friends. The success of our campaign was depending on it.”

To make this happen, she turned to the team at Fossum Creative, who knocked back numerous bottles of Dr Pepper and produced copy for the entire site. The results were just what the doctor ordered; the site captured the spirit of Las Vegas without ever going over the top, advanced the Dr Pepper brand while announcing the new flavor, and generated a giant buzz for the event that spread virally across the Internet.

As for metrics, the average visitor spent over 4.5 minutes on the site, while entries for the Vegas Getaway contest represented a 13% conversion rate. In the end, over 500 partygoes attended the live wedding event, which generated over 3 million media impression for Yahoo! and Dr Pepper. To top it off, 12 couples were married, 17 couples renewed their vows, and 5 couples did a dry run just for fun.

“The promotion was a giant success, and we can attribute much of that to the outstanding copy that Fossum Creative produced,” said Larissa. “They hit just the right tone for the target audience and managed to balance wit and humor with a solid call to action.”

Case Study: Internet Master Series

Little Changes Lead to Dramatic Results

When Lynn Carnes and her business partner started the Internet Master Series in 2006, they had all the pieces in place for a huge success. The guest lineup for their free series of teleseminars included the biggest names in the Internet Marketing world. Each of their guests had agreed to promote the series to their lists of thousands of targeted subscribers. And a sales letter web page had been written to convert these visitors into paid subscribers who would receive audio files and transcripts of each call for their marketing libraries.

So what went wrong?

"The sales letter wasn't converting," explains Lynn. "I had done a lot of reading and had even modified a successful letter for my own purposes, but it was only converting at about 0.5%. I knew we could do much better than that."

Within two days, the new copy was converting at 3.13% — a nearly 600% improvement.

A quick call to Fossum Creative proved that she was right. When her revised sales letter was sent back to her a few days later, the changes were dramatic, and so were the results.

"We needed a headline that popped and really spoke to the needs of Lynn's target audience," said Cory Fossum, Principal at Fossum Creative. "We also reworked the offer to make it more compelling and urgent, while improving the layout and flow of the web page itself."

The rewritten sales letter changed more than the copy and design on the web page. It changed the results, too. Within two days, the new copy was converting at 3.13% — a nearly 600% improvement.

The impact of so many new subscribers was felt immediately in the bottom line for the Internet Master Series. And the arrival of so many new listeners to each call invigorated both the presenters and their guests, who were able to get their messages out to more people in less time.

"In addition to being very effective, Fossum Creative was fantastic to work with," said Lynn. "They were quick to deliver the results we needed, and just 'got it' in terms of what we were trying to accomplish. I will work with them again whenever I need great copy."

Case Study: Convention Connection

Controversial Approach Boosts Conversation Rate by 455%

Business consultant Ariel Coro had a problem. He usually handled all of his copywriting projects in-house, but his copywriter had just learned she was pregnant and had decided to make motherhood her full-time job. As excited as he was for her, it also left him in a bit of a bind.

Ariel was managing the redesign of a client's website, which was due to launch in less than a month. But not a word of copy had been written.

"What could we do?" explains Ariel. "Elastic and many of those sites are very scary since they're like a box of chocolates. And we had been burned in the past by low quality work, regardless of the price."

He suddenly remembered a brief encounter with Cory Fossum of Fossum Creative at a marketing seminar in Los Angeles. He found his card and gave him a call.

"They were a little out of our price range," Ariel recalls with a smile, "But I recommended Fossum Creative to my client anyhow since it would have been more expensive to miss our launch date for the website."

With crunch time looming, Abby Alderman, lead copywriter at Fossum Creative, buckled down and started to re-imagine the copy for the site. Not only was the original site difficult to navigate, but the copy was minimal and did little to convey the power of the service. To top it off, it lacked a distinct voice or any indication that it had been written with the target audience in mind.

So Abby set out to remedy the situation by infusing a giant dose of personality into the copy, and ensuring that visitors knew how to navigate the site and take advantage of the Convention Connection service. Convinced they had hit a home run, Fossum Creative turned the project in to the client.

But Ariel didn't share their enthusiasm. In fact, he was downright skeptical.

"There was something different about it," he says. "It was conversational, informal, and inviting. My first reaction was that it would bomb, since our client's customers are pretty serious people. Boy was I wrong!"

When the site went live several days later, it started converting 455% more than the old site had done in the same time period the year before. The phone started to ring off the hook at Convention Connection and Ariel was a hero in the eyes of his client.

"I know that a crucial part of the website's success was the copy that Fossum Creative developed for us," says Ariel now. "Writing copy is not easy. They just make it look like it is."

How to Find the Right Copywriting Agency

5 Key Factors That Can Affect Your Company's Success

By Cory Fossum

Principal, Fossum Creative

Your marketing communications are vital to the success of your company. They are the link to your customers and the most powerful way that you can communicate with them. But while you may understand your business better than anyone, you may not necessarily know how to convey that message in a manner that creates desire and drives your customers to take action.

This is why copywriters are such an integral part of your team. And why hiring a copywriting agency to craft and deliver your marketing communications needs could be one of the most important investments you make.

Whether you're in a marketing department or a design firm, the right copywriting agency can take your complex message and boil it down into a language that consumers can understand. They can bring a fresh and creative perspective to your business and the presentation of your products. And this message can then be used across your marketing media to drive your customers to take action.

But as with any investment, you want to know that your goals are being met and that you're seeing positive returns. You also want to make sure that anyone who works with your team is a good match for the unique dynamics involved. Fortunately, finding the right experienced and results driven copywriter doesn't have to be hard if you keep these five key factors in mind:

- **Key Factor #1: Do you click?**

The ability to click with your copywriter both personally and creatively is imperative to the success of every project. You will be working closely together in a dead-linedriven environment, so you need to make sure you're both on the same page when it comes to expectations. You must be able to create an environment and relationship where you feel comfortable expressing your ideas, goals, and feedback.

- **Key Factor #2: Do expertise and writing style meet your needs?**

The best copywriters specialize in either a style of marketing copy, a specific industry, or a combination of both. Some may focus only on direct mail, websites, print, or email for a variety of industries, while others may have an industry-specific expertise and the ability to write all kinds of copy for it.

To find out if the copywriter in question meets your needs, ask to see their portfolio and then gauge their writing style. An experienced copywriter should be able to write in your company voice—or help you develop one. Find out what types of industries they have written for in the past. And be sure to ask is if the copywriter is experienced in targeting consumers (B2C) or business customers (B2B).

(continued...)

How to Find the Right Copywriting Agency (continued)

- **Key Factor #3: Is there a reputable track record?**

You need to know what level the copywriting agency is playing at. The quickest way to find this out is to take a look at their client list and ask about the results they've delivered and success they've had in the past. Contact previous clients and get feedback. Research the companies on the list if you don't recognize them by name too see if there are similarities to your own. The more direct experience your team has, the more efficiently your project will run and the better your results will be.

- **Key Factor #4: Can they demonstrate results?**

Remember, advertising that doesn't sell is called art. So while it can be entertaining, make sure your copywriting agency never confuses marketing for entertainment. This is not about satisfying creative egos. Copywriting is about producing measurable results for your marketing campaign.

Ask the copywriting agency in question to explain a specific project and the type of results it generated. What was the final outcome? Did it achieve the client's intended results?

Then find out how they define a successful project. If the answer involves a measurable ROI, keep talking. If it only involves the creation of a really funny ad or clever wordplay, turn the other way and run.

- **Key Factor #5: Can They Take the Heat?**

Deadlines and difficult clients are second nature to copywriters. They come with the territory. The best copywriters don't think much about them, they just focus on the project at hand. Still, they are the true test for a professional and enthusiastic copywriter.

So ask your writer to talk about a challenging project or difficult client. How did the person deal with this? Where they able to adapt? You can tell a lot about a person by the way they respond. You can also determine if the copywriter is able to accept feedback or work well in a constantly changing set of deadlines.

Remember, working with an experienced marketing copywriter to promote your business is one of the most important investments you can make. Be sure to do your homework to ensure that your investment pays off and the copywriting agency you choose is the best one for your team.



How to Seduce Anyone Who Visits Your Website

By Cory Fossum

Principal, Fossum Creative

Without powerful copy, your site is like a retail store without salespeople. It might look nice. And a few people might walk through the door. But they'll leave long before they buy anything. The mall is full of quick alternatives, just like the Internet. So how can you make your web copy more seductive? Here are five ways to start.

- **Keep it conversational.**

Visitors are looking for a connection; some sort of proof there's an actual person behind all that copy. So keep your tone light and conversational, even if you're talking about complex business solutions. Keep your paragraphs short. And your sentences shorter. You want them to feel like you're speaking directly to them.

- **Take them by the hand.**

Your copy needs to act as a tour guide to every visitor who shows up on your site. Tell them exactly what to do next. Do you want them to place an order? Are you expecting them to opt-in to a newsletter? Do you want them to go to a different page for more information? Don't make them guess. Point blank, tell them to do it.

- **Get to the point.**

You only have a few seconds to capture attention. Don't dilly-dally around with long introductory paragraphs. Instead, explain what your product or service is and how it will benefit your readers from the get-go. Once you have their attention, you can spend as much time as you want making the sale.

- **Use bullets.**

- They're easy to read.
- They break apart long blocks of text.
- They highlight important information.
- They're perfect for displaying lists.
- They help to keep things simple.

- **Minimize the hyperbole.**

Just like you shouldn't have to explain a funny joke, you shouldn't have to rely on hyperbole to sell your product. That's because people tend to view hyperbole and exaggeration as a warning sign and you run the risk of minimizing your credibility.

Yes, you need to be excited about your product. And yes, that needs to come across in your copy. But you can convey all the excitement and enthusiasm you need without frequently resorting to overstatement. How? Just refer to the first tip and write in a friendly and engaging style that makes your readers trust you and your business.



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Don't forget to write.
Or call. Either one is fine.

For more information about Fossum Creative, including copywriting service details, pricing structures, and availability, please visit us online at www.FossumCreative.com or call 408.354.9977.

WE MARKET SHINY THINGS.