

SUCCESS STORY: Dissatisfied with the advertisement/invitation copy written by its in-house staff, I was assigned to rewrite this announcement. A letter explaining how I turned a dull and unappealing copy into an enticing and effective marketing tool follows the sample.

Holiday Hills Estates

Address

Address

Phone/Fax/Web site

A Sizzling Afternoon at Holiday Hills Estates

Every day sizzles at Holiday Hills Estates. But when our community members decide to celebrate you can catch a whiff in the air. Come and join us to experience it for yourself.

Yes, you are cordially invited to party with us on Sunday, June 9, 2002 from Noon to 4 PM to enjoy a succulent Bar-B-Que beef and Kielbasas grilled on the lovely outside area of our grounds. We will also serve delicious side meals such as potato salad, chips, and “munch” more. Of course no party is complete without music, and that will be provided as well, courtesy of the upbeat local band The Cowboys. We are confident you will have a fabulous time in our company.

While on the property, feel free to take a tour of our building and ask any of our friendly staff or satisfied residents about the numerous benefits of residing at Holiday Hills Estates.

Incidentally, we are currently offering a fantastic move-in special that could be the great opportunity you’ve been waiting for creating a positive change in your lifestyle. Inquire with our representatives and they will be glad to assist you in finding the ideal situation for you.

So, come on over and join us for this barbecue event—and bring a friend who might be interested as well. You are likely to have a great time, make new friends, and, perhaps, even discover a new and more rewarding way of living.

(*) Please bring this invitation as your ticket for admission. We’ll see you there!

Date

Name
Company
Address
Address

Dear Mr./Ms.:

Here follows the revised advertisement/invitation piece for Holiday Hills Estates barbecue event. I would like to point out some specific details of the writing process to your attention:

- Since this is an announcement/invitation rather than a newsworthy article, I intentionally avoided calling it a Press Release. However, for future reference, I would recommend your using the term News Release instead of Press Release for twofold reasons: Firstly, it becomes more appealing to the prospective propagating source, e.g., newspapers, magazines, etc. Secondly, if the piece is to be promoted electronically as well, the term “press” is inappropriate.
- I meticulously choose the words I use according to their specific value. Like numbers, words do have value that either augments or diminishes the effectiveness of a particular statement. In fact, in my opinion a good persuasive writer must be like a mathematician of words who establishes perfect equations that lead to irrefutable results.
- I purposefully make use of subliminal messages in my writings, especially marketing materials. An example of such strategy in this news release is when I write “We are confident you will have a fabulous time in our company.” The word “company” in this context elicits a subliminal double meaning of companionship and our business.

I am confident that this rewritten announcement/invitation will generate the results you expect.

I look forward to serving your business writing needs in the future.

Regards,

Sebastian de Assis
Principal Writer/Editorial Consultant
The Write Work