

## Writing Help

Whether you are working for a small business, large corporation, or are a student, there are numerous sources that you can turn to for help with writing. Businesses need to be able to effectively communicate with their customers, their employees and their potential customers. Effective verbal communication is equally important, but nonverbal communication in the form of copy writing, article writing, press release writing, and more requires a certain level of expertise and experience. The typical small business wants to focus their efforts on their core business activities without spending too much time on projects that can easily be outsourced to consultants or freelance professionals. Many small businesses turn to freelancers to help them save time and money. For example, a certified public accountant opened his own accounting practice after working in another accounting firm for the last ten years. One of the ways he decided to search for new clients was to embark on an advertising and promotional campaign. Although some of his previous clients followed him to his new practice, he wanted to increase the number of accounts he currently handled. These accounts included various individuals and small businesses from around the town. Rather than hire new employees or handle the projects himself, he decided to hire a consultant through a freelance web site to work on copy writing for a local newspaper ad campaign as well as to help with press releases and company news distribution. By outsourcing these non-core business activities to an independent consultant, he is able to save himself time and money and also gets the expertise of an established professional who specializes in the types of

writing that he needs assistance with. He decides to list his writing projects in a freelance marketplace and receives bids from independent consultants and freelance writers. He was able to choose a service provider based on factors related to cost, the service provider's experience, references, and previous feedback from clients. All small businesses have a decision to make about whether to outsource certain projects or to complete the work in house. Using economics as a deciding factor, it makes sense economically for businesses to outsource writing projects when the projects are non-core business activities that do not contribute to the company's bottom line.

Small businesses also need to be able to effectively communicate with their current customers. Some of the more effective ways to get help writing effective communication for current customers involve using tools such as newsletters, email lists, and articles written by outsourced consultants. Newsletters are very effective ways to keep customers informed of current events and happenings within the company. They also offer you the opportunity to gain new clients as the newsletter gets passed around and is often seen by more than one person during its life cycle. It makes sense and is a smart move to outsource corporate communications instead of keeping it in-house. Hiring a separate professional will save your business money and time. For less than the cost of hiring a full time employee, and because it will contribute to allowing more concentration on the activities that will earn your business money, contracting with a consultant or freelancer for your corporate communications (writing of press releases to distribute company news, getting publicity through pieces in

newspapers and magazines, and getting help writing newsletters or articles) simply makes sense. An expert in the field who has amassed many years of experience with business writing, persuasive writing, and copy writing in addition to having experience writing press releases, articles, essays, and possibly academic or technical research and term papers will have a lot to offer you and your business.

Large corporations use writing to effectively communicate on all levels of business. Business writing and corporate communications are essential elements that keep the public informed and give companies their corporate image. A company's image, or its publicly perceived notion of credibility and reliability is extremely important to its bottom line. For example, upon its introduction many years ago an American car company introduced a car known as the "Nova". After some time, it was discovered that the car was not selling well in many Spanish speaking countries. Because in Spanish, "No va" translates to "doesn't go", the car sales in these countries were dismal. Effective corporate communication can have far reaching effect. Ineffective corporate communication can result in lower sales as shown in the car sales example. Large corporations also need to be effective communicators with their current employees. Internal corporate communications are equally important and keep your employees abreast of company accomplishments, events and human resource issues.

Finally, students also need to be able to write effectively as well. Writing assignments can include writing essays, writing term papers, report writing, and thesis writing not to mention having to demonstrate writing ability in other subjects outside of English class. For example, law students need to be able to write not only persuasive but argumentative writing as well. Foreign language students need to be able to translate into their native language and then back again. Science and technology students need to be able to demonstrate scientific writing ability. Taking writing tips from college professors that teach correct formatting and usage, including APA style, and improving your proofreading and editing skills will result in quality writing assignments. For the student that is looking for writing help and homework assistance for their assignments, freelance marketplaces that allow you to hire a consultant or tutor could be a productive and time saving solution.

From a freelance or independent consultant's standpoint, marketing writing skills to potential service buyers is important to keeping any consulting business thriving. Registering with freelance marketplaces will enable you to showcase your writing skills, talents and abilities. Previous experience with all kinds of writing ranging from grant writing, fiction writing and interactive writing to writing short stories, articles and ebooks or even technical pieces, in addition to all forms of business writing will enable you to prove your varied background and skills. All of which can be showcased in your freelance marketplace profile. Creating and managing a profile is important to make you stand out from the crowd of freelance writers competing for new writing projects. All in all, those

looking for writing help can find a vast array of resources in the form of consultants who are more than willing to lend a helping hand.

About the Author: Jack Thompson is a freelance writer, business consultant and entrepreneur. He has helped thousands of individuals and businesses across the world realize the benefits of outsourcing. Independent consultants, freelance service providers, and companies looking to outsource service projects can post or bid on projects at [www.smartylance.com](http://www.smartylance.com).