

Karel Juhl Writing & Editing

Services

You'll receive a written estimate for your project prior to start of work, detailing what the project entails and what the fee includes.

COPYWRITING / *Sales Collateral*

Product and service brochure

Studies by Thomas Publishing Company show that 90 percent of industrial buyers insist on reviewing product literature before making a purchase decision. For consumers, the more sophisticated and expensive a product, the more they want to read before buying.

Tri-fold brochure

This granddaddy of product and service brochures economically mails in a #10 size envelope.

Invoice stuffer

Get extra mileage from your invoice postage by including other information in the envelope. Single sheets, or a mini-booklet.

Self-mailer

Direct mail package

Sell through the mail, giving your consumer an invitation to shopping made easy, or pave the way for your sales personnel with lead generating direct mail.

Sales letter

These one-page letters are also effective for generating leads.

Postcard

Postcard decks offered by various publishing houses are a popular form of reaching your target market economically, and can be single or double cards, small or oversized.

Data sheet

Case history

Tell your success stories, through your satisfied customers, in a form that is interesting to read. Use as bulletins, or publish in trade journals.

White papers and reports

Diverse organizations use these to effectively introduce new technology, discuss a common business problem, or suggest new ways for customers to boost productivity and profits.

Catalog

Whether you prefer a straight "just the facts, ma'am" listing or a full-page, full feature description, catalogs are always a popular selling tool.

Package labels

Informational booklet or pamphlet

Offer your customers helpful information that relates to your product or service. Combine with sales information, or keep it "sales-pitch free."

Print ad (trade and business magazines)

Informational or order-generating ads for trade and business magazines, tabloids and newspapers

COPYWRITING / Promotions & Publications

Annual report

Capabilities/corporate brochures

Tell potential customers and other readers what you do (and for whom), what you believe, and why you're the best in your business.

Newsletter and magazine writing

Turn over the headache of writing customer and client periodicals.

Publication editing

Make sure your newsletters, magazines, reports, proposals, manuals, web pages and such are ready for publication.

Ghostwriting

Autobiographies, company histories, speeches, trade journal articles, personalized letters from salespeople – all written under your name.

COPYWRITING / Public & Media Relations

Press release

Stand out in the flood of information received by today's busy publication editors.

Press kit

Feature article

Many trade magazines welcome non-blatant product or service articles that offer useful information to their readers.

Advertorial

Paid ads formatted like news articles often draw a larger percentage of newspaper or magazine readers, even when the publication includes the term "advertisement."

Speech

COPYWRITING / Electronic Media & Outdoor

Telemarketing script

Outgoing on-hold message script

Audio/visual script

Presentation software, videos and DVDs for employee communications, trade shows, direct mail, conferences, recruitment, community relations, sales, safety and more.

Radio commercial script

Television commercial script

Website content

Services vary from startup content and landing pages to FAQs and ongoing maintenance.

Blogs, Twitter, Facebook, Intranet, etc.

Leave these time-consuming yet essential communications to your ghostwriting copywriter.

Outdoor advertising

Signage

CONSULTING & PROJECT MANAGEMENT

Hourly and day rates may be the best choice in some cases. Another option: retainer packages, a cost-effective alternative for on-going projects.

The logo for Karel Juhl, featuring the name in a stylized, handwritten-style font. 'Karel' is on the top line and 'Juhl' is on the bottom line, with the 'J' being particularly large and stylized.