



Sales: 260.442.3942  
 Support: 260.442.3943  
 Fax: 888.317.2817  
 Corporate: 260.420.2222

CORPORATE  
 3213 Stellhorn Road  
 Fort Wayne, IN 46815

[www.cirrusabs.com](http://www.cirrusabs.com)

## PROFESSIONAL WRITING FOR EVERY NEED

### BECAUSE YOUR MESSAGE NEEDS A POWERFUL VOICE

These days, you've got lots of incentives to "do it yourself"—however and wherever you can. Maybe your business has its own, in-house marketing department. And maybe you've found the exceptional talent it takes to keep that department producing creative work that not only makes your message stand out but keeps it resonating. If so, count yourself lucky.

Good writers are hard to come by. And that's a shame. Because good writers really know how to craft a message that gets results. A lot of people think they can do it. But there's more artistry involved in good marketing writing than meets the eye. If you don't have your own writing staff, why take a chance with amateur efforts? Or why burden yourself with the task of writing when you have so many other pressing responsibilities? Your message deserves better. After all, your business success hangs on it.

### The writing you need is right here.

*writing that perfectly captures your brand, your voice, your image...*

*writing that speaks directly, honestly, and powerfully to your audience...*

*writing that moves your customers to action and keeps them loyal.*

That's the kind of writing you want for your advertising, marketing, and business promotion materials. But can writing actually do all that?

It can—and does—when Cirrus ABS provides it.

Our writers are led by an award-winning professional with well over 30 years of experience in advertising and marketing.

When we undertake a writing assignment from you, we first make sure we understand your needs thoroughly. We get to know you, your business, your objectives. And we use this knowledge to craft copy that works in sync with cutting-edge visuals and skillfully executed design elements to help you achieve your goals.

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## We provide copywriting for...

**Websites**—This is the essence of what we do, our bread and butter, our “first love,” if you will. In addition to creating a superb site design for you, we also build the site, give you the back-end tools and training you need to keep it current, and develop as much or as little of the copy content as you deem necessary. To write this copy, we do our research. That includes interviewing you and your people for the relevant information. Then we shape this information into clear, concise, effective prose and organize it, Web page by Web page. Our writers also make sure the text is “search-engine optimized.” That entails using enough key words that define you, your business, and your product or services so search engines (like Google) can categorize you, rank you, and list you. The higher you’re listed on a search-engine results page (SERP), the more likely it is that your desired audience will find you. That’s what search-engine optimization (SEO) is all about. And it’s “part and parcel” of our copywriting services. Remember, too: The copy we write for your website plays a significant role in a NetCentered Marketing approach, unifying your message across the Internet and other media, solidifying your brand identity, and driving new business.

Website writing is but one of our specialties, though. We also lavish our copywriting expertise on...

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|------------------------------|----------------------------------|
| eNewsletters                 | Magazine Feature Articles        |
| eMail Campaigns              | Data Sheets                      |
| CD-ROM Presentations         | Point-of-Purchase Materials      |
| Print Brochures              | Signage/Posters                  |
| Print Catalogs               | Billboards                       |
| Advertising—Print, Radio, TV | Sales Meeting Speeches and Skits |
| Direct Mail                  | Audio/Visual Presentations       |
| Press Releases               | Videotaped Sales Promotions      |

## How do we bill our copywriting services?

**At an hourly rate.** Since every client has different needs, different goals, we customize our copywriting services—and our billing—accordingly. Perhaps you don’t need us to do much research. Or perhaps there’s no travel involved on our part. Don’t worry. You won’t pay for it. You can save money as well by buying blocks of copywriting time, whatever helps you achieve your aims: The more you buy, the greater the discount.

***You need solutions. We’ve got ‘em.  
Call us at 260.420.2222. And be sure to visit our website, [cirrusabs.com](http://cirrusabs.com).***

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## About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We’ve been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we’ve worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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