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WORD-right Copywriting News

Dear Reader,

You've probably been busy sending out Christmas messages and cards to your clients, customers, and prospects, but do you remember to contact them at other times? Communication is one of the cornerstones of successful marketing and you might be surprised just how much business you can generate by simply keeping in touch with folk.

There's no doubt writing and sending newsletters takes time and it might be time you could spend usefully elsewhere. That's where WORD-right can help. From writing your newsletter copy to managing your entire campaigns, staying in touch and increasing your sales is easy ... with a bit of help from the WORD-right team. If you'd like to find out more about newsletter campaigns, give us a ring on 01608 642845 or send us an email. We'll be pleased to advise you.

WORD-right Christmas Holiday

After a very busy year, the WORD-right team will be on holiday from Friday 19th December. We'll be back on Monday 5th January, refreshed and ready for another challenging year.

Christmas wouldn't be the same without an ode! This comes to you with every good wish for the Festive Season.

Ode to Christmas 2008

It's seasons greetings time again ...
 so bring out the festive cheer
 'Tis a time of hope and promise ...
 for a profitable great New Year
 Let all the 'crunching' sounds you hear ...
 be the frost beneath your shoe
 And credit be once more the thing ...
 which everyone is due!

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Hints and Tips Brand names / strap lines	WORD-right services Direct Mail Campaigns
<p>With the New Year approaching, you might be embarking on your 2009 marketing campaign, or perhaps even launching a new product.</p> <p>In this month's Hints and Tips section, I thought we'd talk about writing strap-lines, and coming up with catchy names. When you are considering your marketing literature, planning an advertising campaign, or perhaps naming a new product, a bit of lateral thinking is needed.</p>	<p>When you decide to run a direct mail campaign (a mail shot), your letter has to be powerful and persuasive. You might need to buy mailing lists, and you will certainly incur printing and postage costs. There is no doubt direct mail campaigns are costly to run. The success of your campaign will depend on the quality ... read more</p>

[To read more, click here for the PDF](#)

**WORD-right's Client of the Month
Wool Overs Ltd**



If you're still battling with your Christmas shopping, why not pop online and visit the Wool Overs' website (www.woolovers.com). Based in Sussex, Wool Overs manufactures and sells a fantastic range of knitwear at sensible prices. The Wool Overs range includes both men and women's knitwear in classic and up-to-the minute designs. The company sources most of its wool from British flocks, which helps to support our rural economy. Its website is extensive and, not only can you shop online, it provides a wealth of information too.

Wool Overs is a great example of what can be achieved with Internet Marketing. With hard work and effort, the company's online sales have increased substantially and we've been proud to help them in this success.

[See the Wool Overs Case Study here.](#)

WORD-right Good Ideas - Online Back-ups

Having a backup strategy for your valuable data is essential when you are reliant on IT to run your business. WORD-right is no exception and just a few months ago we heard about Carbonite Online Backup.

Like any small business, we understand the need for value for money and that's just what Carbonite delivers. It is now an important part of our comprehensive back-up strategy.

David has this to say, "At just \$49.95 a year for unlimited backup, it's unbeatable value. Just follow the '[find out more](#)' link, click on the Carbonite image, and you'll be able to try it for yourself with a 15-day free trial."

Click here to [find out more](#) about the Carbonite unlimited online backup.

If you do need any help or advice on backing up your data, give David a call on 01608 642845 or email him at david.mccarthy@ideas-right.co.uk.

Finally ... we hope you have a wonderful Christmas and a prosperous 2009.

Don't forget, if WORD-right can help with any of your New Year marketing initiatives, we're only a phone call or email away.

Kind regards

Joy and David McCarthy

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