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## WORD-right Copywriting News

Dear Reader,

I'm sure you are like us, heartily fed up with reading all the recent 'doom and gloom' articles about the economic climate. 'Credit crunch ... recession ... financial downturn' etc, have all become the latest buzz words. Personally, I think the economy would pick up if the media were to publish a few positive articles, but sadly, that's out of my control!

Again, I'm sure you receive countless emails warning of the danger of cutting back on your marketing activity during economic troughs. The message from WORD-right is similar ... marketing during a period of recession is essential, but it does make sense to examine your marketing budget and look at ways of making less money generate more results.

Many people equate the term marketing with advertising. In fact advertising is only one of the marketing options open to you. In certain markets, there is no doubt advertising can work but, for the majority of customers, that money could be spent more effectively on other activities. Let's assume you are thinking about investing in a full page advert in a trade or business magazine. Even if you get a good deal, it could cost you anywhere between £3,000 and £5,000!

You don't need to spend thousands to market your business. With a bit of creativity, you need only spend a small percentage of that and still reap the rewards. If you'd like some ideas on how to market your business on a low budget, give WORD-right a call on **01608 642845**.

[WORD-right website](#)

### November case study - Business Car Contracts

Business Car Contracts Ltd is an independent vehicle acquisition and management company based in West Sussex. Formed in 1985, the company gives practical, impartial advice to businesses of all sizes, and has purchased over £60 million worth of vehicles for its clients.

WORD-right's association with Business Car Contracts began in the summer of 2006. Managing Director Tony Read responded to ...

[Read the full case study](#)



### Hints and Tips - You and Yours

With Christmas just a few weeks away, sending greetings to 'You and Yours' is topical. It occurred to me this would make a great subject for our newsletter hints and tips section.

You may be wondering what 'You and Yours' has to do with writing good copy. So, think about this ...

[Read the full Copywriting Guide "You and Yours"](#)

### WORD-right Services - Case Studies

Case studies are a great way to market your business, and they are low cost! They help establish your credibility and act as a personal referral from your customers.

Case studies, sometimes called 'customer stories' or 'success stories', tell your prospects about you, your services, and / or your products. They are written to explain what your customer's problem was, how you resolved it, and the successful outcome. Your case studies can be

### Client of the Month - EnLida

Here at WORD-right, we've always keen to find ways to save money and help reduce our impact on the environment (it has been said it's something to do with Joy being a true Aberdonian!). So, when we were asked to help Surrey-based EnLida build a new website, we were quick to deliver.



EnLida supplies a range of energy saving lighting and commercial heating boiler management

used in different ways: on your website, as hard copy marketing material, or even to generate publicity or PR.

Contact WORD-right today on 01608 642845 to find out how you can reap the rewards of customer case studies. You'll be surprised at how little it will cost!

[Read more on the Case Studies web page](#)

systems. With its head office in South London and another base in Greater Manchester, the Enlida team work across the country helping businesses reduce their energy costs.

Enlida can arrange site surveys for commercial premises and, if you want to upgrade all your lighting systems, they can advise you on Government interest-free loans to help you pay for it. Why not take a look at Enlida's website: [www.enlida.co.uk](http://www.enlida.co.uk) and start saving money on your energy costs!

[Read about other WORD-right clients](#)

### November's good idea - Digital brochures

If you are looking for ways to cut costs without compromising your marketing activity, here's a great idea for you. In fact, we were so impressed, it quickly became a WORD-right 'must have'.

Curious? This month's good idea is a digital brochure. What better way to reduce your marketing spend than by emailing a link to your brochure to all your customers or prospects? Because the digital brochure is hosted on a separate website, you don't have to worry about the file size, as you simply send the link URL!

The brochure is a collection of PDF files, provides valuable incoming links to your website, and is incredibly low-cost. A twenty page digital brochure could cost you less than £150!

Take a peep at the [WORD-right brochure](#) or click below button to find out what a digital brochure could do to promote your company. Of course you can always contact WORD-right on 01608 642845.

[Read WORD-right's Online Digital Brochure Marketing Guide](#)

### Finally ...

Well, that's it for November. We hope you keep busy on the run up to Christmas and New Year.

Don't forget: if WORD-right can help you with any of your copywriting or marketing needs, simply give us a call on 01608 642845, or drop us an email at [enquiries@word-right.co.uk](mailto:enquiries@word-right.co.uk)

Kind regards

Joy and David McCarthy

### WORD-right

30 Lords Piece Road, Chipping Norton, Oxfordshire, OX7 5HT

**Telephone:** 01608 642845

**Fax:** 0870 486 6650

**Email:** [enquiries@word-right.co.uk](mailto:enquiries@word-right.co.uk)

**Web site:** <http://www.word-right.co.uk>

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