

copy with clarity and focus

Copy with clarity and focus

Good copywriting is not about fancy words. It is about delivering a clear, concise and relevant message to those you need to convince.

My writing is clear, easy to grasp and focused on your target groups. My ads, brochures, annual reports and websites have helped companies in a variety of industries.

Approach

Since clarity of writing follows clarity of thought, I start by asking the right questions. Questions like:

- Who are your customers?
- What are their needs and concerns?
- Are there others you need to influence?
- What are you trying to achieve?
- What is special about your product?

Once I have a clear understanding of your situation, I craft a story with the relevant details, tone and style.

About Don Seidenberg

I am a native New Yorker who now calls Amsterdam home. Back in the states, I worked in marketing and pr. I think in terms of key messages, target audiences and navigation.

Since the early 90's, I have written for a diverse range of companies and industries. I started writing ads and brochures but now specialize in web content. I also teach a workshop in how to write an effective website.

Usability

Usability is critical to a website's success. People visit websites for information. They usually scan web pages instead of reading them.

When I approach a web assignment, I do so from the perspective of the audience. I structure the information so everything is obvious to first time visitors. If the navigation is clear and the copy is relevant, there's a better chance people will find what they are looking for.

wordsandideas

06 24194067
don@wordsandideas.nl
www.wordsandideas.nl