



V E R S A T I L E
W O R D S

Services

We help you say it well.
In print, online, or anywhere else you need to
make an impression.

Please browse our services descriptions and discover how
we can enhance any creative team with fast, imaginative
copywriting, editing, and information design.

Writing

Our goal is to speak with your brand voice, not ours. If your voice is serious and straightforward, so are we. If you prefer a lighter tone, we're happy to loosen up. If you're exploring a new voice, we give you choices that take steps, or leaps, in a new direction. And we provide many opportunities to review our work in progress and make sure it's what you want.

We're comfortable **joining a full-service marketing team** or **working more independently**. We jump at the chance to interview customers, executives, and subject-matter experts to understand the details, context, and purpose of the assignment.

Review and approval of corporate content can be difficult and time consuming – for the writer as well as the stakeholders. Versatile Words uses a proven template system that **simplifies and speeds up** the review/revision/approval process.

Whether we start with a blank sheet of paper or a loose assembly of a company's own notes, testimonials, or spec sheets, we can **quickly bring your corporate message to life**.

Writing services include web and interactive content, corporate literature and information systems, letters and other forms of communication (to customers or internal audiences), white papers and magazine editorial, advertising copywriting, and (a personal favorite) case studies and business profiles.

What we do

- Web content
- Corporate literature
- Article marketing
- Advertising and campaign copywriting
- Case studies and business profiles
- Magazine and newsletter content

Editing and Content Management

Help for those big, difficult projects. Especially when the clock is ticking. Whether you have a modest amount of content that needs punching up, or thousands of words that need to be sorted, organized, and improved, we can scale up or down to meet the demand. No one else is built to do this, and do it fast.

Sometimes, you don't need a writer on your team – but you do need someone to review your copy and look for mistakes. Or tell you what's missing. We call this “fresh-eye” and “final polish” editing, and it's a **fast and effective way to make your good ideas better**. We're able to quickly **adopt your corporate voice** and **improve your messages**. Perhaps your copy can be streamlined. Or better organized. Or relabeled. We'll give you not just constructive criticism but recommendations you can put to use immediately.

We also provide editorial effectiveness review of existing print and online content, which may help you decide next steps in your marketing communication plans. We call this activity “discuss and adjust,” and it is often an **eye-opening, worthwhile effort**.

If requested, we will share feedback in the form of guidelines and content coaching for existing editorial staff. Having worked with and managed dozens of writers for agencies, corporations, and magazines, we've learned how to **help writers and editors do their jobs more effectively**. In fact, it's a role we really enjoy.

What we do

- Content migration and curation
- Fresh-eye and final-polish editing
- Editorial guideline development
- Editorial effectiveness review
- Content coaching

Information Design

For a long-form content experience to be successful, it needs to be usable, useful, and desirable. Usefulness often comes out of strategy – is a website, for example, something people really want or need?

Desirability comes from the right images and words, whether online or off.

Usability is often the hardest factor to get right, the somewhat intangible combination of layout, scale, labeling, and sequence that results in user success – or frustration.

Versatile Words can provide **conceptual review of language, labels, and user paths** of a new or existing editorial program. We have helped public-facing and internal Web sites **streamline navigation** and improve where, and how, user assistance is provided. And we've helped reduce complex print projects to a more manageable size and length.

What we do

Product information systems
Language, labels, and user paths
Navigation and usability review

Brand Collaboration

Marketing campaigns happen all the time. Brand building, however, is less common. Those who create or reinvent brands know that well-defined brand values, attributes, and promises are established not just in images and graphic identities, but in words as well.

Versatile Words can add a meaningful editorial element to your next brand exercise, whether you're **brainstorming, defining, or naming** a new product or service. We work with your branding team to provide user narratives, brand expressions, and other forms of creative brand brainstorming that **help bring a brand to life.**

What we do

- User narratives
- Brand expressions
- Brand definitions
- Name generation

About Us

Versatile Words is the consulting brand of Gregor Gilliom and a team of award-winning business writers and editors.

Why the name Versatile Words? Because that's what we provide.

We've developed nearly every kind of professional copywriting there is, from punchy, memorable ad copy to long-form Web editorial.

Chances are good we can help make your next program more effective.

Our writers have worked at well-known magazines, international media companies, leading corporations, robust non-profits, and more.

These days, we divide and conquer to tackle any content you need written, edited, or managed.

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