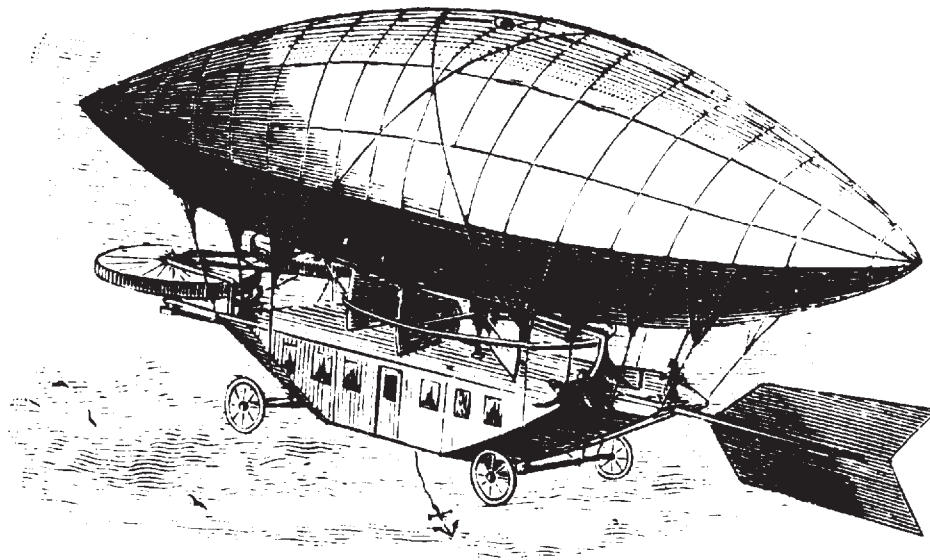


When your workload is too heavy, some of your communication projects may not get off the ground.

We can help them fly.



EDITPROSSM*e*⁶

EditPros marketing communications
WRITING ♦ EDITING ♦ PUBLICATION MANAGEMENT

EditPros can get your projects rolling



OUR CLIENTELE

Software developers
Lawyers
Government agencies
Real estate developers
Financial institutions
Publishers
Research agencies
Trade associations
Political consultants
Academic institutions




Successful business organizations communicate with prospects, clients and constituents frequently and consistently. Investment in a marketing communications program can yield significant rewards, but the cost of adding in-house writers to your payroll can be considerable. EditPros was conceived specifically for organizations that are closely monitoring personnel costs.

EditPros clients: large and small.

Many of our clients, which range in size from international corporations to individual business consultants, have appointed us because they have no editorial employees on staff.

Other clients have chosen us to augment their in-house writing and editing staffs, to assist during peak load periods or to offer external perspective. They know that while EditPros is on the job for them, we won't be using their



 electricity, hanging around their water cooler, or costing them in health care benefits. Written communications create an indelible impression in the minds of clients and prospects. What you say in print can either reinforce or undermine perceptions. Articulating the distinctions of your organization takes experience: that of a pro.

How EditPros can help you.

At EditPros, we scrutinize each other's writing, because every writer needs an editor. Accordingly, EditPros can help you:

- avoid errors in grammar or syntax;
- develop a consistent editorial voice;
- crystallize and clarify your messages.

We're proficient in distilling complex material into more accessible form. Our fresh vantage point constitutes perhaps the best reason for collaborating with an editorial services firm.

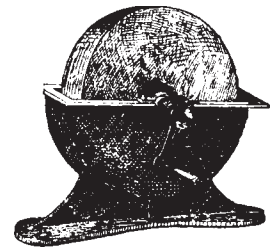
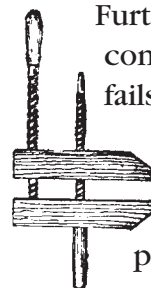
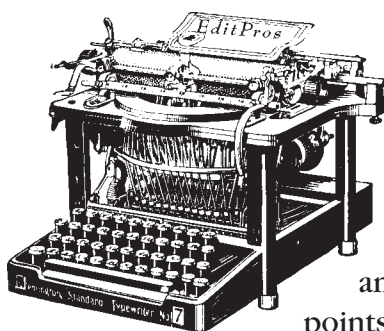
The secrets of effective composition

In a letter to a friend, Mark Twain wrote, "I am sorry this letter is so long, but I didn't have time to write a shorter one." The great novelist recognized the importance—and difficulty—of writing concisely.

While florid verse may grace works of romantic fiction, it's unwelcome in business writing. The decision-makers you wish to influence have little time for linguistic acrobatics. Verbosity, redundancy, ambiguity and imprecision can conceal key points and render your most important

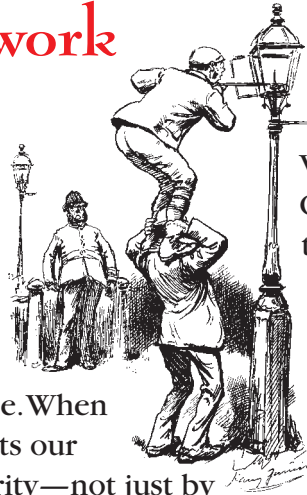
messages ineffective. Furthermore, much contemporary business writing sadly fails to take advantage of the principles of subordination and emphatic position—structural subtleties that can dramatically increase the persuasive power of written material.

By applying traditional editorial tools, guidelines, grammatical rules and secrets of effective composition learned only through experience, EditPros can bring polish and consistency to your written communications and help distinguish your organization.



The advantage of teamwork

We pride ourselves on responsiveness and rapid turnaround. Established in 1993, EditPros is a compact business enterprise that achieves efficiency through personal service. When your scheduled work hits our desk, it's given top priority—not just by an individual, but by a team: EditPros partners **Marti Childs** and **Jeff March**. We've worked together for more than 12 years, and we've learned how creativity



is enhanced through collaboration. We'll save you time by saving steps. Our strength is derived from our training in journalistic research and reporting techniques. That, combined with our experience in developing marketing and advertising materials, helps us quickly gain understanding of the needs of individual clients. When you add to that our fluency in electronic publishing technology and editorial management, you'll find you can get a great deal done with one phone call to EditPros.

The EditPros philosophy of effective communication

Nineteenth-century poet Samuel Taylor Coleridge defined "prose" as "words in their best order."

It doesn't take a poet to put words in their best possible order, but it often does take a pro. That's why we're here. EditPros is an editorial services agency concentrating on the communication needs of business organizations. We specialize in writing, editing, publication planning and management.

It's premature to stoke the fire without knowing where you're headed. Consequently, we think of ourselves not only as writers and editors, but also as communication consultants who help our clients define and articulate their objectives. Once we've agreed on the destination, we help our clients stay on the right track.

Marti Childs has spent 15 years in public relations, publication management, writing and editing, and devoted several previous years to computer system operation and quality control supervision. At the University of California, Davis, she edited and wrote for numerous periodicals encompassing a wide range of academic disciplines in the humanities and social sciences, as well as in biotechnology, agricultural and medical research programs.

Jeff March offers 25 years of experience in magazine and newsletter management, broadcasting, direct mail, and advertising copywriting and management. Before spending 11 years in management at UC Davis, Jeff helped launch pioneering Sacramento business magazine *Executive Place*, of which he was editor; managed communications for electronics manufacturer ESS Inc.; and was broadcast coordinator and catalog specialist for Weinstock's and The Broadway department store chains.



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- Newsletters
 - Brochures
 - Annual reports
 - Trade articles
 - Client profiles
 - Success stories
 - Sales letters
-



A few notes from our clients



Normally we write about our clients, but here are a few words that some of our clients have written about us.

◆ *"I want to let you know how pleased we are with your writing and editorial expertise. I am especially excited about the public awareness campaign on which you are currently working. The op-ed pieces you drafted are insightful, the ad text is eye-catching and informative, and your knowledge of the local community is indispensable. It is a comfort to know that you are there to answer our many communication questions that arise."*

—Business park developer

◆ *"Since coming aboard as our communications agency, EditPros has validated our selection decision time and again. Our business is anything but simple. EditPros' experience with technology and medical clients and the intellectual capital of Jeff March and Marti Childs, however, has made for a quick learning curve. Recent newsletter stories have produced unsolicited compliments, and each day brings new requests from individuals and state agencies that want to be added to our mailing lists. Most importantly, we are beginning to receive quotation requests and purchase orders. Once again our company is being viewed as a definitive source for expertise and products in the markets we serve. You have set a high standard for the next round of communications activity planned, and we couldn't be more delighted."*

—Health care products manufacturer

◆ *"It is such a pleasure to work with you because I know I can fully depend on your word. I will look for every possible opportunity to work with you again on future projects."*

—Newspaper publisher

◆ *"Thank you for the excellent rush edit. It was overwhelmingly approved by everyone who read it! We are going to be sending out another wire in a few weeks, so I will contact you again soon."*

—Book publisher

◆ *"Finding Jeff March and Marti Childs of EditPros was one of the best things that ever happened to me. Faced with a crowded schedule and an impossible deadline on a new writing project, I needed help fast. EditPros came highly recommended and they didn't disappoint me. They're excellent writers, skilled project managers and absolutely wonderful to work with. Jeff and Marti were able to turn our projects around quickly, and each one was extremely well-written and within our budget constraints."*

—Computer software developer

◆ *"Your work on our corporate brochure was excellent. You accomplished the project with skill and ease. What impressed me most was your ability to quickly grasp the nuances of our business and the benefits our clients derive from working with us. I was also pleased with your ability to work closely with the graphic designer to develop the concept for the brochure, which was translated to copy and design."*

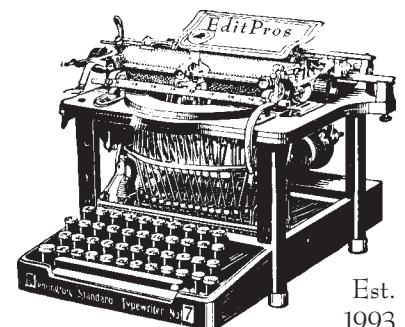
—Financial services corporation

Before starting your next project, call **EditPros**. We'll put in a few good words for you.

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