



GLD ENTERPRISES COMMERCIAL WRITING
PROFESSIONAL BUSINESS COPYWRITING SERVICES
Public Relations * Marketing Consulting

INFORMATION PACKET

Learn why they call Gery L. Deer, "The Concierge Copywriter"

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WHY HIRE ME?

From mounting taxes and insurance premiums modern business is plagued with rising operating costs. By outsourcing writing projects such as marketing material, web content, press releases, sales letters and internal documentation, you can significantly reduce some of that overhead in the following ways:

- No salary to pay.
- No vacation time, sick days or overtime pay.
- No health insurance or other employment benefits paid out.
- Pay only for the work you need.
- Professional writing generates the desired image and credibility.

In addition, using a professional freelancer means a fresh, outsider's perspective, reducing redundancy and insuring that your message has the proper voice for your company. A professional business writer is a specialist.

Still think you should do it yourself? You had better keep your wallet handy.

Secretaries, administrative assistants, interns and even executives do an estimated 40 percent of all internal writing projects at mid-sized companies. Staff members who are taking time to write press releases, sales letters and internal documents are leaving other projects unattended. Misapplying your workforce in this manner causes your business to suffer two-fold.

In the first place, while these individuals may be highly qualified, their day-to-day focus is not directed at researching and writing. If the material is written poorly, it will generate no response, and thus, no revenue, so the time and expense has been wasted.

Also, anything seen outside the company needs to be written for the desired audience. Without extensive experience and time dedicated to the task without distraction, an internal staffer will likely miss this target entirely.

As a result, you have now spent money on an employee to research the material, review samples of writing to get an idea of how it is to be created, then struggle with developing language and structure for the particular project. At that point, there is no way to put an exact figure to the cost of a single project like, for example, a sales letter.

Going with a professional writer, however, you will know how much the project will cost and how much time it will take and you can be assured that it will be written to exact specifications of your audience and your message. They may be our words, but it's your image.



FREQUENTLY ASKED QUESTIONS

Q: Why do you call yourself “The Concierge Copywriter?”

A: It is the goal of managing copywriter Gery L. Deer to provide on-demand, professional business writing and public relations consulting services. We are here when you need us, as a “concierge” service. Download our free information packet to learn all of the benefits of hiring GLD Enterprises Commercial Writing as your concierge copywriter.

Q: What is a Media Relations Consultant?

A: Navigating the media is like driving a car through a blizzard while trying to avoid the snowflakes. Our job as your media relations consultant is to help you better decide where to put your public relations efforts and develop a plan of action that keeps your business in the public eye as much as you want it to be.

Q: Who needs your services?

A: GLD Enterprises Commercial Writing is primarily a business to business service. We work with health care companies, marketing firms, law firms, financial planners, non-profit organizations, accounting firms, automotive repair shops, and countless other businesses. We do occasionally work with individuals on various projects including political campaigns, speech writing and author promotions. [Click here for an online portfolio of samples.](#)

Q: What assignments do you handle?

A: GLD Enterprises Commercial Writing provides an array of writing services including (but not limited to) public relations material, marketing text, website content, sales literature, ebooks, white papers, copy editing, speeches and multimedia scripts, just to name a few. That said, just because your particular type of project is not on the list doesn’t mean we can’t do it. The best way to determine if we can help you is to contact us directly either by phone or email. A complete list of our services is available online by downloading the free information packet or click on “Services.”

Q: How long will it take to write my copy?

A: Turnaround time depends on the project and your deadline requirements. Most public relations work can be completed in a few days while more involved projects may take longer. We can give you estimates on time and cost

Frequently Asked Questions *(Continued)*

Q: Do you have experience in my field?

A: *Gery L. Deer has provided written copy for clients in many industries including healthcare, engineering and information technology, publishing, finance, marketing, human services, and more.*

Q: Do you offer technical writing services?

A: *Yes - Gery L. Deer has extensive technical education and work experience including engineering, manufacturing and information technology. He has written manuals, engineering reports and other technical documents for companies like Whirlpool Corporation, Nationwide Financial Services and IBM.*

Q: Do we need to bother with a contract?

A: *In a word, YES. A contract or what we call a “work agreement” is a legal document used to define the scope of work, the expectations of client and contractor as well as establishing deadlines, cost estimates and so on.*

Q: Is there a confidentiality agreement?

A: *Our confidentiality statement is included in each project work agreement.*

Q: How do I contact you?

A: *The best ways to contact us are by phone or email, though you are welcome to go through postal mail as well. We do operate a regular office, 9AM to 6PM Monday through Thursday and 9AM until 3PM on Friday, Eastern Time. Call (937) 902-4857 or email gery@gerydeer.com to get in touch with us during those hours.*

Q: How do you take payments?

A: *A check is always accepted. Credit cards are accepted ONLY through PayPal and there is an additional fee for processing. Visit www.paypal.com for details of how this works. A deposit is required to begin work on all projects.*

HOW DO I WORK?

The process starts with an initial consultation meeting, either in person or by phone. You will have the opportunity to convey what type of work you need and ask me questions about my ability to help you. Think of it as a job interview that goes both ways. You have to be comfortable spending money and I have to be equally as at ease working for you.

As a professional, time is one of my products. Consultations are charged at an hourly rate and due on the day of the appointment, whether it is in person or by other media (phone, Skype, etc.). If you decide to hire me for your project, I will credit your final invoice in the amount you paid for the consultation.

Once the parameters of the job are established, a deadline is set and you will be provided with a detailed work agreement including a price quote and information on any additional fees that may be incurred, such as travel expenses or postage. Once the paperwork is signed and the deposit is paid, I will begin collecting required background material and begin work. Some information will come from documents or other material you provide to me. More may come from interviews or email questionnaires.

You will receive the first draft of the project by the date and time specified in the deadline. Two revisions are included with most projects. You will either sign off on the draft as “approved,” or “approved with noted changes.” I will make changes to the material and send you a second draft to approve. Timeliness is important. Be sure to answer phone calls or emails from my office promptly.

It is also important that you proofread each draft carefully, along with any notes I might include, either on the actual document or in email. It will be your responsibility to verify that the copy is correct and meets all criteria specified.

Once a final approval is given, any required public relations material is distributed, all deliverables are posted and you are invoiced for the balance of your project fee. Fees are due upon receipt of invoice.

The following is a complete list of our services with a detailed description of each.

EXPLANATION OF SERVICES

Many projects are quoted by job with additional fees for travel or other incidental expense. Others are based on hourly rates. Here is a brief explanation of our services. Your project may fall under several categories at once. Each client will receive a Work Agreement outlining the project requirements and an explanation of fees, deadlines and deliverables.

Consulting / Project Consultation

All projects require a consultation fee. An hourly fee is required for this meeting and will be credited to your final invoice should you hire me for your project.

Advertorials / Feature Release

An advertorial is a story created to market a business or product. It is, essentially, an ad, disguised as a feature story. Advertorials can be more effective than display ads because they give the reader a complete picture of a business and offer a sense of perceived credibility. Gery L. Deer will write this piece using standard publication style for newspaper or magazine printing and artwork (photograph) is encouraged.

Press Releases

A standard press or media release regarding an event or milestone at a business or organization. A press release is intended to be distributed to various media outlets but should also be included on company websites and/or marketing materials.

Feature / Profile Article (Magazine)

Feature stories for magazines tend to be longer and written in a style befitting the publication. Sometimes, magazines will take a complete work provided by a subject, saving the publisher money on developing the story themselves. However, the cost and expense of having the piece written is left to the subject. Gery L. Deer is also available for writing assignments from magazine publishers covering a variety of topics from business to health care.

Sales Letters

The sales letter is a time-tested method of securing leads in a competitive environment. Usually, however, sales professionals are not equipped to produce the material and often end up copying someone else's work and adapting it to their own uses. Crafting a winning sales letter is a specialty of Gery L. Deer. *See his e-book on crafting sales letters posted at www.gerydeer.com/portfolio.htm for more information.*

Speech Writing / Editing

From business presentations to political campaigns, good oratory is a necessary part of doing business in the modern world. It all starts with a well-written speech. Speech writing is particularly important if the point is to generate sales leads or direct marketing event responses.

White Paper

Once upon a time, white papers were only for technical documentation. Today they are used to generate interest in a company or product by providing detailed information to a broader audience. From the buying public to potential investors, the white paper can serve to explain a unique product or dispel misconceptions about entire industries.

Ghost Writing – Article / Column / Book

Everyone has something to say. But not everyone is good at saying it – on paper. Using a ghost writer can help you clearly articulate your message to a desired audience through articles, professional columns and books for print and electronic distribution.

Newsletters

One of the best ways to stay in contact with current clients or to generate interest from new ones is through a regularly-published newsletter.

User Manuals

As an engineering technical specialist, I spent years generating user guides and product specification sheets for companies like Whirlpool and Nationwide Financial Services. His experience with these types of documents can be beneficial to all types and sizes of companies from a one-man show to a multi-million-dollar firm.

Product Descriptions / Catalogs

Before you can sell it, you have to let people know what it is, either in a catalog of some type or online. A well-crafted product description provides potential buyers with a complete understanding of products and services and can be adapted to catalog form with relative ease.

Copy Critique

For those who prefer to take a shot at writing on their own, a professional copy critique can be a great way to get an objective opinion about all types of documentation, from marketing materials to sensitive internal memos. Each project is billed at an hourly rate.

Website Content

All of the high-tech graphics in cyberspace can't save a website from bad text copy. As online competition reaches all-time-highs, every word on your web page is important, from the landing page to the "thanks for buying" note. We can help to generate text that gets people reading and keeps them on the page longer. The longer they are there, the more likely they will purchase from your page instead of the competitor. We don't shoot for "click-throughs," we generate click-"stays!"

Brochure Text Content

Whether you are creating new marketing materials or updating the old ones, the words say it all. Gery L. Deer can breathe new life into old ideas or help develop new wording. Sorry, we don't do graphics and we encourage business owners to develop the message and text first, then we can work with the graphics artists to create the right look for the content.

Commercial Script –TV, Radio, Web

Contracting your own script writers for commercial spots is the only way you can be certain that your message is delivered to the audience the way you want it – not the way the ad sales associate wants it. Gery L. Deer will work with you to develop the right message and work with the production staff to be sure it is adapted properly to the advertisement.

Telemarketing Script

For companies that use telemarketing, the script is everything. The script carries the marketing message and it must grab the listener immediately or the call, the expense and the time are all wasted. With telemarketing scripts, one size does not fit all. When properly written, they are created to specifically target the market in question.

Fact Checking

Developing a speech or presentation? Distributing a sales report or other corporate documentation? Don't send it out until all the facts have been confirmed. GLD Enterprises can review your material and double-check facts and figures as well as research origins of the data to be sure there are other sources. The time and expense of having a third eye to confirm the facts can mean the difference between professional credibility and none at all.

Writing / PR Seminars / Presentations

In addition to working on jobs for clients, education is important. If you would like to learn more about writing for business and media, Gery L. Deer is available for workshops and seminars. Learn the ins and outs of public relations, how to develop a winning presentation and how to write a sales letter that brings in more money.

Research Time and Travel Time

Time spent to research materials for a project is billed separate from the standard project fee, which assumes that most materials are provided to complete the work. Research time is billed at an hourly rate, as is travel time to and from meetings or other activities necessary to complete the project.

Media Distribution

If your business is located in the greater Dayton region, GLD Enterprises Commercial Writing can assist with the distribution of press releases and feature stories to the local media outlets. From print to broadcast, we have contacts with all major media players ranging from newspapers to radio and television, as well as online distribution. Sorry, this service is not available outside the Dayton region.

Note: Other services are available but may not be listed here. If you have a copywriting or editing project in mind, please contact us to see how we might help.

Call 937-902-4857 or email Gery L. Deer at gery@gerydeer.com

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