

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

## "Advertising"

February 2010

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### What's New ...

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A little over one month into the new year and decade, wow! I hope everyone is having an exciting year so far as much as I.

Last month I mentioned in the newsletter how I want to get to know more about each and everyone I meet and many of you have taken me up on that offer. Thank you for finding the time in your schedules to have coffee, lunch etc. with me. I would recommend for the rest of you in your businesses to do the same! :)

Throughout these meetings the most common topic for discussion has been with regards to how does one get the word out more about their business so others know who they are and what they do at a fairly inexpensive cost.

My answer ... ADVERTISING! This leads me into the topic I chose to discuss this month. \*\*\* Be sure to look for a discount coupon on how to advertise within this newsletter and/or my website later in the discussion.

Also, thank you to Cybertary, the latest business to advertise with us. Check them out [www.cybertary.com/pittsburgh](http://www.cybertary.com/pittsburgh)

Happy Networking!

*Chad*

"The NetworKING of Pittsburgh"

### About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



#### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

#### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,400** other businesses to find your business monthly, why not **advertise** within this newsletter.

#### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

#### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

#### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

## Advertising

Advertising in print newsletters and direct marketing campaigns has long been a proven method to stay in touch with your customers and bring in more business. Even non-profits use it as a means of keeping abreast of association news, conferences and other events.

Sending print publications is time-consuming and expensive. By the time you add up the design and print costs and then include postage, a mailing to 1,000 people can cost **\$5,000!** Plus, if your content is time-sensitive, you must plan far enough ahead to make sure that everything goes smoothly.

**Instead why not advertise in an e-newsletter that is read by 1,000's!!!!**

Advertising in email newsletters and marketing campaigns, by contrast, require very little effort. They are inexpensive, measurable, and extremely effective. According to the Direct Marketing Association, every \$1 you spend on email advertising generates a \$45.06 return on investment - **the highest response rate for all direct response methods!!!**

### Increase ROI with effective email advertising

Imagine you are the owner of an entrepreneur business trying to gain potential clients. How would you accomplish this task in the most effective manner? Sure you could attend networking events, hire someone to attend meetings or come up with a campaign but that requires time and money that as an entrepreneur you may not have. Instead the answer is e-newsletter advertising!

For the time it takes to decide whether or not to advertise online, the results can be typically 12-15 new people who have never heard of your business which would result in thousands of dollars in additional revenue each year.

Businesses find that a major influence in every buying decision is trust. Interested parties must first believe the business they are going to advertise with is a reliable and trustworthy source. Advertising in an e-newsletter or website is a great way for interested businesses to get to know who the advertising business is. E-newsletters convey that a company is an expert in the topic of discussion and that other businesses can trust them.

1. Interested people sign up for e-newsletters
2. They read the e-newsletter
3. They buy products and services from others who read and do business within e-newsletters

<b>The Write Plan, LLC</b> A Technical Writing Solutions Provider Company	<b>Discount Coupon</b>
<b>Receive 15% OFF</b> when you purchase advertising through the e-newsletter and/or website	
Redeemable when placing advertising order, not valid with any other discounts.	
Expires March 31, 2010	<a href="http://www.thewriteplanllc.com">www.thewriteplanllc.com</a>

# Advertise here



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