

SERVICES – CopyRalph div. Creativity, Inc.

CopyRalph is a **one-stop solution** for B2B documents. White papers, case studies, entire books, or any other content we can do for you — all , or any portion, from concept to writing to design to print and/or publication. Contact Ralph Roberts, ralph@CopyRalph.com, or call **1-800-472-0438**.

General Print Marketing Communications

White papers or special reports

Research, writing, design, formatting, printing, or any part. For web and/or print distribution. All or any portion.

standard white paper	5-10 pages
longer format	more than 10 pages as needed
finding appropriate topics	consulting & development notes

Case Studies (product success stories)

Research, writing, design, formatting, printing, or any part. For web and/or print distribution. All or any portion.

standard case study	article format – 500-1000 words
summary format	one-page
finding good candidates	consulting and surveying

Newsletters

initial setup	concept, design templates
editing & producing wk. or mo.	research, write, format/illustrate

Appropriate news and entertainment. Generates leads, keeps customers interested in your company and loyal.

Longer Publications

Research, writing, design, typesetting, printing, or any part. For web and/or print distribution. All or any portion.

books – bios, history, technical, etc.	print and ebook formats
magazines (setup & editing)	colorful and glossy
technical product overviews	short books about your product
manuals of all types	user, tech, repair, etc.
catalogs	vivid, informative, order-generating

Sales brochure

Complete package – concept, writing, design, printing, or any part. No job too small or too large.

All Documents we do maintained on file for additional orders and/or upgrades.

slim	8.5 x 11 in. folded
sell sheet	one-sided

sell sheet	two-sided
sell sheet	11 x 17 in. folded
multi-page	8.5 x 11 in. pages
flyer	one page
corporate brochure	8.5 x 11 in. pages <i>(or any size)</i>

Something else? Call us, we've probably done it before.

Other marketing documents and premiums

Complete package – concept, writing, design, printing, or any part. No job too small or too large.

business cards	for one person or hundreds
rack cards, display signs, etc.	concept through printing
premiums for trades shows, etc.	creative concepts and supply

Creativity our specialty.

General Web Marketing Communications

Websites

Concept, consulting, writing, design – we do it all.

plan basic 10-15 page website	outline of links and content required
website front page	concept, writing and/or design
inside pages	concept, writing and/or enhancing
product/service descriptions	in-depth research and writing
executive bios	research, interview, write
general consultation	either one-time or ongoing

Ralph has been using and designing websites since 1996 and has written scores of books related to and about the Internet.

Email

"You have mails" that get leads and orders.

standalone/promotional/announce	short email (100 words or less)
standalone/promotional/announce	long email
email newsletter	article (500-750 words)
email newsletter	intro from publisher or editor
email newsletter	short promotions
email newsletter	complete production & emailing
email newsletter consulting	planning a newsletter program
promotional email	report, etc. giveaway for leads
autoresponder email series	series of 3 emails to nurture leads

Exciting content that gets read instead of deleted.

Other Web Content

Billions of potential customers on the web, might as well sell them something.

blog article	ghostwritten
blog article	Ralph's byline/endorsement
blog series	weekly or monthly articles
product description page	short (250 words or less) illustrated
product description page	long (more than 250 words)
sales page for order generation	short (250 words or less)
sales page for order generation	long (more than 250 words)
landing page (email or other lead)	short (250 words or less)
landing page (email or other lead)	long (more than 250 words)

Let's convert those potential customers into your buyers or clients.

Editing and Proofreading

Leave typos and grammatical mangling to your competitors' publications.

proofreading	check for errors, typos, etc.
general editing and proofing	minor revisions for clarity, etc.
substantial editing	revisions & rewrites for readability

We have decades of experience in proofing national-level publications.

Publicity

Shouting it from the rooftops is one option – here we have some better ones.

standard press release	1-2 pages, print and web formats
backgrounder	2-4 pages
promotional article	ghostwritten
promotional article	Ralph's byline/endorsement
publicity consulting & setup	news releases, media kits, etc.

Investor Relations

We can do it all or any of the parts.

complete annual report	concept, writing, formatting, printing
president's letter (incl. in above)	ghostwritten
management roundtable	2-4 pages
other inside pages	(excluding financials)

Sound

Like those wondrous old time radio dramas imagination is on your side!

radio ad	script for 15 to 30 second spot
radio ad	script for 60 second or longer spot
radio ad	write and produce
podcast	write and/or produce
podcast series	write and/or produce
embed intro, info, etc. in website	write and/or produce
online seminars, etc.	write and/or produce
downloadable audio manuals	write and/or produce

From concept to the client's ear.

Video

Seeing is believing

online video, 5-10 minutes, script	case studies, product demos, etc.
online video 5-10 minutes, all	completely produced package
commercial – online or broadcast	30 sec. – concept, script or complete
commercial – online or broadcast	60 sec. – concept, script or complete
standard documentary, under 1 hr.	concept, script, or all – online/DVD
feature documentary, over 1 hr.	concept, script, or all – online/DVD
animated GIFs	product demos, gain attention, etc.
viral videos	creative short videos for promotion
animated titles, special effects	things to jazz up videos & websites

We've written and produced hundreds of hours of video, let us show your products or services looking good!

Presentations / Webinars

Excellent ways of showcasing whatever your company sells!

executive speech	20-30 minutes
PowerPoint® presentation short	10-15 slides incl. appropriate art
PowerPoint® presentation longer	16-40 slides incl. appropriate art
add-on slides for existing presen.	per slide
liven up, rework existing presen.	rewrite, new art as needed
slides + script or speaker notes	priced depending on length
webinar concept and planning	consult, write, develop slides

Ebooks

Kindle excitement promoting your company's particular Nook.

existing electronic manual to ebook	convert & enhance for Kindle/Nook
research and write manual or book	writing only
research and write manual or book	write, illustrate, format– PDF
research and write manual or book	all of the above plus print version
turn existing documents into book	PDF, ebook, print – any or all
electronic catalog – write, format	PDF, ebook, print – any or all

Social Media

The most inexpensive way of introducing products or services to MILLIONS of people.

create Facebook Fan Page	consulting and writing
create or review LinkedIn profile	consulting and writing
create G+ company page	consulting and writing
10 original updates on any of above	consulting and writing
monthly retainer for 10-20 updates	consult, write, post
social media employee program	guidelines for employee promotion

And more. Ralph's written books about social media, has over 47 million views on G+.

Direct Mail

Still used because it still works.

direct mail lead generation package	2-page letter, reply device, teaser
direct mail lead generation package	above – incl. design and printing
postcard or self-mailer	concept and writing
postcard or self-mailer	above – incl. design and printing
flyer (one page)	writing, printing – all or part
direct mail package	2-4 pg. letter, inserts, teaser, etc.
direct mail concepts	Create three potential concepts

Search Engine Optimization (SEO)

Google is your friend, let's remind Google of that.

keyword research	effective keywords per web page
integrating keywords into copy	or write new copy using them
SEO advice/website review	report with recommendations

Advertising

Advertise to sell or you won't. ... sell.

print ad half to full page	write
print ad half to full page	write, design, make “camera-ready”
quarter page and smaller	write, design, make “camera-ready”
classified	write
Yellow Pages®, other display ad	write, design, make “camera-ready”
advertorial full page	write, design, make “camera-ready”
advertorial partial page	write, design, make “camera-ready”
multi-page editorial (feature)	write, design, make “camera-ready”
web banner ad	concept, copy, design
email newsletter (AKA “e-zine ad”)	write, design
search engine ad (e.g. Adwords®)	5 ads

Teleselling

Effective calls.

telescripting ad	qualification, follow-up, lead gen.
add-on sales scripts	don't waste an opportunity

Branding

Making your product or service memorable for repeat sales.

new company name	list of 20-30 possibilities
new product name	list of 20-30 possibilities
new tagline or slogan	list of 20-30 possibilities
positioning statement	about a paragraph, consult and write

Speech Writing

My fellow Americans ...

executive speech	20-30 minutes
product or service introduction	5-10 minutes

Marketing Advice

Good advice is worth its weight in gold ... but we don't charge that much.

strategy, recommendations, etc.	and other non-writing activities
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Alliance Materials

Promotional materials for distributors, retailers, agents, etc..

sales guide	5-10 pages
application sheets	1-2 pages