

iolite news

a monthly publication for clients and friends of iolite writing services

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let us do your writing - so you can do your business.

Ever heard of the Purple Cow?

It's a clever little marketing book written by Seth Godin.

In his book, Godin writes about the declining effectiveness of television and newspaper ads. In our new world of cable television, satellite radio, email, internet, blogs, cell phones and text messaging, he says that businesses need novel marketing ideas to reach over-saturated audiences.

It's an interesting read - whether you're looking to reach an audience of 10 or an audience of 10,000. Just promise you won't spend another dollar on newspaper ads until you read the book.

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photo credit: www.sethgodin.com

Read more about marketing that works at www.sethgodin.com/purple.

When was the last time you backed up your hard drive and emails? This task can be accomplished in 30 minutes. **External hard drives are a convenient way** to copy your files. They cost around \$100 and connect via a USB cable. If your computer crashes, these backup files will be your lifesaver.



photo credit: Wrigley's Corporation.

October is full of answers

Do you have a question? If so, October is unlimited answers month here at Iolite Writing Services.

Send me a question (any question) and I'll get you a short answer PDQ.

You can email your questions to

answers@ioliteedge.com.

Sample questions could include:

What's the right word to use - ensure or insure?

What is permeable pavement?

What are some good directories to get my services listed in?

What's the best time to view Venus?

As a writer, my best story ideas always start from interesting questions.

So go on, hit the send button.



Looking for new business?

Here are my top picks for places to prospect.

Puget Sound Business Journal
www.bizjournals.com/seattle

Kitsap Business Journal
www.kpbj.com

Washington Business Magazine
www.awb.org/magazine

Governor Christine Gregoire's Economy Initiatives
www.governor.wa.gov/priorities/economy/default.asp

Washington State Department of Ecology (1) newsroom and (2) contract opportunities
(1) www.ecy.wa.gov/news
(2) www.ecy.wa.gov/services/contract/contract.html

King County Procurement Department
www.metrokc.gov/procurement

Washington State Contracts Menu
<https://fortress.wa.gov/ga/inet/pca/pcacont.htm>

environment and energy Cleanups on the rise

A governor can spur a lot of change. Governor Gregoire is pursuing federal funds and allocating more state funds for the clean up of Puget Sound.

In addition, she's made 6.75 million dollars available as low-interest loans to finance bioenergy projects through the "Energy Freedom

Loan Program." The program supports projects that both reduce dependence on imported energy and that promote environmental quality.

For assistance in preparing your proposal, give us a call *360.643.0332*.

Read more about Energy Freedom Loan program on the Governor's website,

www.governor.wa.gov/news/news-view.asp?pressRelease=316&newsType=1.



photo credit: Annika Wallendahl

coffee break What is it?

Any idea what you're looking at?

Here's a hint: if you're standing on them you'll have a spectacular view of the Strait of Juan de Fuca.

These beach pebbles are found on the shores of Port Townsend's North Beach Park. The multi-colored rocks are reworked Vashon till deposits.

Proposal got you down?

We can help.

If you're running out of time and need someone to measure the margins with a ruler, give us a call.

Some proposal guidelines are incredibly strict. And we're good with details.

Odds are that we can update your staff resumes, format text and incorporate graphics faster than you can do it yourself. Leaving you free to work on your billable projects. Or golf.

We have experience putting together federal, state and municipal bids and proposals. It's our idea of fun. What's yours?

Our professional writing services include technical reports, press releases, newsletters, annual reports, direct mail and more.

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