

Results you can count on.

1. [Direct Communication with Employees.](#)
2. [Cost Savings.](#)
3. [Sales Leads.](#)

➤ **Direct Communication with Employees.**

- **Inclusion.** Workforce unity is created through credible messages that inform, educate and help employees to feel “in on things.”
- **Teamwork.** A strong sense of belonging evokes a team spirit, and reinforces employees’ own will to win.
- **Mission.** A well-written message helps deliver hard or perhaps unpopular decisions, and provides the opportunity to link issues and events with the company mission/vision.
- **Morale.** A human-interest focus in internal communications helps to celebrate the everyday greatness of people, which builds morale, loyalty and trust.
- **Change.** Leaders don’t just see what employees must do, they gain a tool to persuade them to do it, which helps change habits, norms, opinions, attitudes and behaviors.
- **Pride.** What leaders create is institutional transparency without opening Pandora’s Box, which instills company pride.

➤ **Cost Savings.**

- **Reduced time to market.** The sooner important product or company information gets to market, the quicker the message is converted into bottom line results. This is achieved by the focus and experience of The Write Outsource.
- **Staffing costs.** The lowering of the overall cost of the service by accessing it only when needed vs. staffing for the skill.
- **Cost restructuring.** The Write Outsource offers a move from fixed (salaries/benefits) to variable costs and makes variable costs more predictable.
- **Operational costs.** Clients gain access to industry best practices that would be too difficult or time consuming to develop in-house.
- **Capacity management.** An improved method of capacity management where the risk in providing the excess capacity is borne by The Write Outsource.

➤ **Sales Leads.**

- **Readability.** Readability generates more readership, which leads to more phone inquiries to your company.
- **Market Leadership.** Media publication drives the perception of leadership in the market, brand identity and perceived expertise.
- **Perception of Trustworthiness.** Credible market communications create the perception of competence/trustworthiness, which builds the confidence of potential customers and investors.
- **Positive Public Relations.** Being a published commentator on current events in an op-ed piece or media article builds an image of responsible corporate citizen.