

6 questions to ask **BEFORE** you hire a **PROFESSIONAL CONTENT WRITER**



Hi Michelle,

Yesterday we honored the great civil rights leader Martin Luther King Jr.

While Dr. King was a man of many talents, he was undoubtedly one of the best communicators in modern history. As I reflected on the subject of today's newsletter, I couldn't help but draw parallels from Dr. King's legacy.

Dr. King's command of the English language went far beyond grammar and structure. He painted pictures with words, used techniques such as analogy, alliteration, rhythm and repetition, and carefully chose words for maximum impact.

As professional communicators, we know the power of Dr. King's communications skills. We also know how rare and valuable his talent was.

As you hire professional writers, how can you find that diamond in the rough — the writer who can bring your message to life and inspire action? We provide six questions to ask when hiring a writer in our latest blog post, which you can read by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [All signs point to this one marketing mega-trend](#) — Mark Schaefer says we are entering “the post-advertising, post-loyalty era” in which success only comes from “creating something so great that people want to share it.” *({ grow })*
- [How to make your content work harder: Seven fatty phrases to avoid in your writing](#) — To achieve “lean and confident” writing, writers should omit needless words and “fatty phrases” that clutter up your copy. *(MarketingProfs)*
- [Related Words](#) — If you're like me when you write, sometimes the perfect word is on the tip of your tongue, but you can't quite think of it. This tool helps with that conundrum, giving a broader set of related words and phrases than a thesaurus.

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WHAT WE'VE BEEN DOING

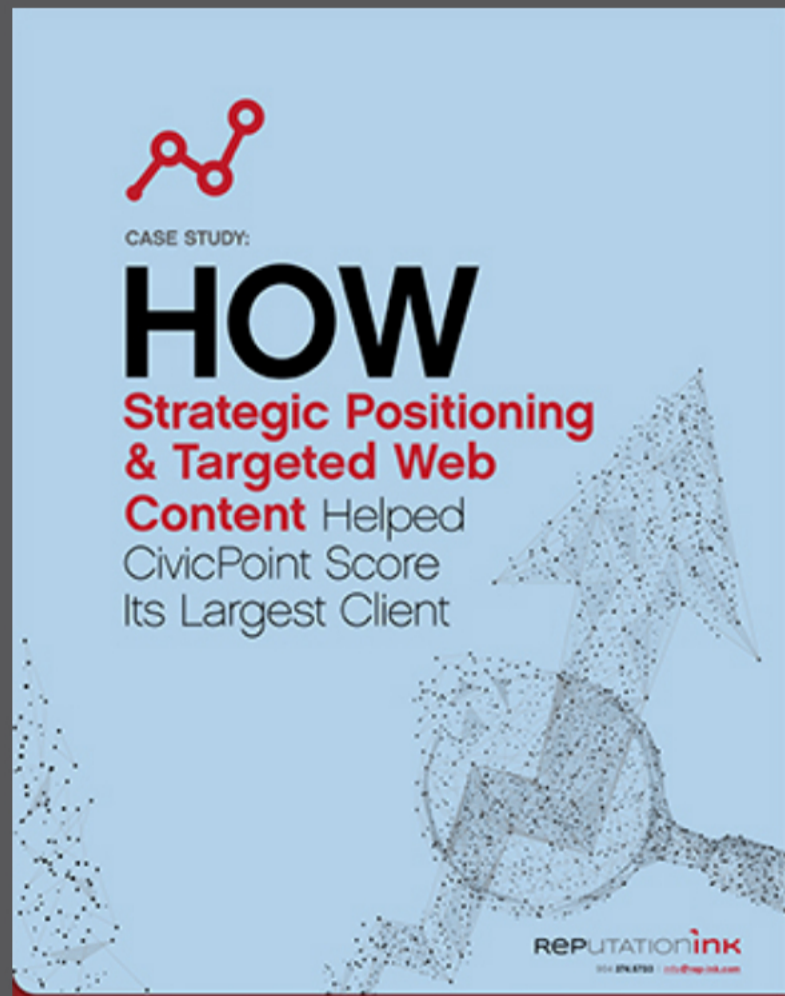
We are celebrating the launch of our client [Lightfoot, Franklin & White's](#) brand-spanking-new website! As many of you know, new websites are complex projects, and we were honored to assist with the content portion of this redesign.

Check out the new site and let us know if you have questions about website content. We'd love to help.

CASE STUDY: **Winning with on-target content**

Can effective messaging land new clients? Absolutely. Learn how our messaging strategy and website content helped public affairs firm CivicPoint land its largest client.

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Reputation Ink is a content marketing and public relations agency for complex B2B industries.

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CONTACT US:

Reputation Ink
 421 E. 6th Street
 Jacksonville, FL 32206
 904-374-5733
www.rep-ink.com