



*The Business Writing Company*

*"Write for Your Business"*



## **5 Reasons to Outsource Your Business Writing to Copywriting Professionals Now**

***There have always been good reasons for outsourcing business writing to professionals***

1. Experts do things better. Seasoned copywriters are skilled in more than writing. They come to their work with backgrounds in marketing, sales and public relations, giving them the insight to see how those elements combine to make effective copy.
2. Consultants to multiple corporations have a broad background of information that is beneficial to seeing your needs from a different perspective.
3. Professional or freelance copywriters bring marketing, sales and writing skills to the task of presenting your company to the press, potential customers, your channel partners and the public.

***But now it is even more important to be cost effective***

The economy is stressed and most companies, large and small are scrambling to cut costs. In The San Francisco Chronicle, in an article on March 22, 2009 by Caroline Potter of Yahoo! Hot jobs, she suggests that, "Hired guns will be in high demand!" She quotes John A. Challenger, CEO of Challenger, Gray & Christmas, the nation's first outplacement consulting firm:

"Over the last decade, we've been seeing more companies looking to hire people on a part-time, temporary or project basis and each recession accelerates that interest. Employers are fighting to control their costs in what has become a service economy, and employee costs, specifically, are under constant scrutiny.

Using contractors and freelancers can keep a company lean during lean times. A corporation can bring people on as needed, for particular work. Companies don't want to go through layoffs. ....They are turning more and more, to a self-employed workforce."



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Businesses are facing layoffs and creating fewer jobs. Staying lean is the secret to surviving. Employee benefits average 20-35% of a full-time employee's compensation package when you include medical benefits, paid days off, sick time, etc. Freelance copywriters offer many services and require less management since they are accustomed to dealing with marketing, sales, press and customers.

### *Outsourcing your writing needs makes sense financially*

4. You avoid hiring a staff writer, thereby avoiding the costs associated with a salaried employee.
5. In tight economic times, outsourcing to professionals saves you money. They get the job done for a contracted fee, they have the expertise to do it well, and they free up in-house staff for other assignments.

### *Contact Us*

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