

Writing, Editing, Research and Publishing Services



How's Your Messaging?

by George Lorenzo

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Let's Start with Some New Rules

Please get rid of the jargon. The academic audience you are trying to reach does not want to hear about how great you are, how your products are the best, how advanced you are, how you are world-class, the next generation, the gold standard, award-winning, easy to use, blah, blah, blah. . .

Simply put, your audience wants information they can use.

So, you have to **start thinking like a publisher.**

Put content out there that your audiences will find interesting and helpful, and give them this kind of information for free on a consistent basis.

The core idea is to continually build content in a wide variety of formats – eNewsletters, social media, tweets, eBooks, white papers, case studies, feature articles and more frequent and more interesting press releases – that appeal directly to your current and prospective customers.

It's Simple. Right?

Well, **not really.** Someone has to write this stuff for you - someone who knows how to find the most recent and relevant research, someone who can interview experts in the field, someone who can cut through all the noise and produce information that your audiences will want to read, someone who will help you build a trusting relationship with your current and prospective customers based on the free information you will consistently provide to them over time.



About George:

- **More than 25 years of experience as a professional writer.**
- **More than 10 years of experience writing eNewsletters, feature articles, and special reports for the education sector, including work for the Sloan Consortium, EDUCAUSE, WCET, Blackboard, WCET, Prometheus, Hezel Associates, Michigan State University, the Rochester Institute of Technology, and the University of California.**
- **Professional interview skills.**
- **Background in marketing, public relations and advertising.**
- **Graphic design skills - can produce graphically pleasing reports.**

“The new publishing model on the Web is not about hype and spin and messages. It is about delivering content when and where it is needed and, in the process, branding your organization as a leader. When you understand your audience, those people who will become your buyers, you can craft an editorial and content strategy just for them. What works is a focus on your buyers and their problems. What fails is an egocentric display of your products and services.”

– David Meerman Scott, “World Wide Rave,” Wiley 2009.

For More Information:

- Call George during normal business hours Eastern time at 716-741-2271.
- Send George an e-mail at glorenzo@edpath.com.
- Check out George’s new e-mail marketing service at [eNewsletters, Etc.](#)
- See the Lorenzo Associates, Inc., website at www.edpath.com/research.html.
- Link to some of George’s other work at www.edpath.com.