



FOR IMMEDIATE RELEASE

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**Write Way Solutions: Stop Writing for CEOs and Start Writing for Customers;
Phoenix Company Releases CD to Help Businesses the ‘Write’ Way**

PHOENIX—Dec. 11, 2006—Say good-bye to big words, boring copy and information overload by getting the ‘write’ tools from Write Way Solutions. The Phoenix-based writing and editing company today announced the debut of a new CD to help businesses maximize their marketing messages.

“The right words can make all the difference,” explained Tom Trush, owner of Write Way Solutions. “Investing 60 minutes with my CD will save businesses countless hours.”

Trush’s CD, “Business Building the ‘Write’ Way: Marketing Tips that Will Have You Kissing Your Copy,” covers topics such as writing powerful press releases, brochures, advertising copy, Web site content and direct-mail letters. A former editor/newsroom supervisor at Business Wire and a long-time freelance writer, Trush also provides editing and proofreading suggestions.

Some of the tips on the CD include the following:

- Learn seven simple techniques for making press releases more appealing to the media.
- Find out six items potential customers look for on a Web site that make the difference between creating a sale or moving on to the competition.
- Learn how to incorporate eight fail-safe techniques that will dramatically increase responses to sales copy.
- Discover three ways to craft marketing literature so that the tendencies of a potential customer’s mind are used to your advantage.

For a limited time, customers who purchase the CD will also receive a free report, “Seven Profit-Building Opportunities You’re Losing if You Don’t Have a Newsletter.”

“Business Building the ‘Write’ Way: Marketing Tips That Will Have You Kissing Your Copy” is currently available at an introductory price of \$29 by visiting www.tomtrush.com.

About Write Way Solutions

Phoenix-based Write Way Solutions is dedicated to producing high-quality copy. With a writing portfolio that includes press releases, Web site content, sales letters, brochures, articles and editing assistance, Write Way Solutions has the “write” services to meet many individual and business needs. Owner Tom Trush is also the founder of the Write Way Solutions Entrepreneurial Scholarship Fund, a program designed to recognize South Mountain-area students who demonstrate an extraordinary entrepreneurial spirit. Visit www.writewaysolutions.com.