



## **FOR IMMEDIATE RELEASE**

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### **Write Way Solutions Launches Direct-Mail Writing Service for Mortgage Lenders**

PHOENIX—April 3, 2007—Striving to bring some credibility back into the mortgage lending industry, Tom Trush, owner of Write Way Solutions, today announced a new service for helping lenders create more effective mortgage marketing letters.

As part of the launch, Trush is offering two free reports, “9 Hidden Secrets to a Powerful Mortgage Marketing Letter” and “8 Sure-Fire Tips for Enticing Readers in Your Mortgage Marketing Letters,” for lenders wanting to improve the response rates on their mortgage marketing letters.

“Unfortunately, many mortgage marketing letters are focused more on trickery than providing prospects with useful information that can result in more responses,” Trush explained. “My objectives are focused on writing results-oriented copy that stresses a lender’s capabilities using honest offers that are targeted toward a specific consumer.”

The free reports are available by visiting [www.mortgagemarketingletter.com](http://www.mortgagemarketingletter.com).

### **About Write Way Solutions**

Phoenix-based Write Way Solutions is dedicated to producing high-quality copy for companies of all sizes. With a writing portfolio that includes press releases, Web site content, direct-mail letters, brochures and articles, Write Way Solutions has the “write” services to meet many individual and business needs.

Free writing and marketing tips are available at the company’s new blog at [www.tomtrush.blogspot.com](http://www.tomtrush.blogspot.com). For additional company information, please visit [www.writewaysolutions.com](http://www.writewaysolutions.com) or [www.tomtrush.com](http://www.tomtrush.com).