



**THE DIFFERENCE BETWEEN THE
ALMOST RIGHT WORD AND THE RIGHT
WORD IS REALLY A LARGE MATTER—
IT'S THE DIFFERENCE BETWEEN THE
LIGHTNING BUG AND THE LIGHTNING.”**

MARK TWAIN, 1888

We choose your words carefully. The Hired Pens.

**Brochures • Business plans • Catalogs • Copywriting • Direct mail/email • Editing
Help text • Newsletters • Press releases • Speeches • Training collateral • Web content**

Want your words to stand up and get noticed? Too busy to do it yourself?

Then why not do what American Express, FedEx, Fidelity Investments and countless other successful companies have done: Call in the professionals at The Hired Pens. We'll create clear, dynamic messaging that resonates with your target audience.

The Hired Pens is a valuable resource for:

- ⦿ **Businesses and academic institutions** that need a last-minute speech, a new direct mail campaign or a facelift for their Web site.
- ⦿ **Startups** with all kinds of needs, from a smart business plan to compelling marketing pieces.
- ⦿ **Ad agencies, PR firms and web design/development firms** looking to build long-term relationships with capable writers they can trust.

For more on how we can help your organization, please email us at info@thehiredpens.com, call 617-359-8812, or visit www.thehiredpens.com.