

18 writing jobs you can outsource to Wordy Bird

Editorial: Kim Cousins Illustration Sasha Laffan

1 BLOG WRITING:
Got writers block? Wordy Bird can help with that. Or have you written something that you're not ready to put out there for all to see? We'll give it an edit so your brilliance shines through.



2 WEBSITE COPY:
Everyone needs a website these days. But what do you want it to say? First impressions last so it pays to get it right.

3 PRESS RELEASES:
Let everyone know what your business is up to with a press release. Although the old press release is a bit dated these days, yelling your event/award/business story from the rooftops for all to hear is not. Wordy Bird has ways to get your message out there and heard by the right people.

4 SOCIAL MEDIA:
Content creation and content management – now, these are two very different things. Do you need help coming up with actual content (words and pictures) on your social media sites or do you just need a hand working out what to do with your content? Both? We can do that too. Don't be afraid to ask for help – we've shown people how to set up their own pages and management calendars as well.

5 VIDEO FOOTAGE:
Did you know people are more likely to click on websites, blog posts and social media pages with video footage? Maybe we're lazy or we just like to be entertained. Either way, it pays to have edited content to pop up there.

6 BRANDING ANALYSIS:
If your brand needs a hand Wordy Bird can do an analysis and show you any gaps in your message.

7 STYLE GUIDES:
There are essential to any business. Use it to outline how you want staff to communicate with customers and ensure your branding is consistent across the board.

8 ANNUAL REPORTS:
Get the bare bones of this bad boy down and we'll help you edit, add and polish until the boss is beaming :)

9 TESTIMONIALS:
Do your customers have something to say about your business? Ask them and publish the glowing responses on your website or brochures for the world to see.

10 MEDIA KITS:
If the media wants to do a story on your business, what do you send them in the way of background information? A website is essential here but a media kit takes it a step further, providing media with the nuts and bolts of what your business does as well as contact names and numbers. Journalists are human too and don't want their job to be any harder than it needs to be.



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11 EMAIL MARKETING:

Have you noticed that service-based websites often offer a free guide, white paper or report if you pop in your email address? This tangible item is a form of email marketing and can help your customers and clients feel like they're getting something for nothing.

12 COPYWRITING FOR ADVERTISEMENTS:

There's an art to writing short, snappy copy. Make your words count.

13 NEWSLETTERS:

These are handy but can often get pushed to the bottom of the to-do when things get busy. Wordy Bird can whip one up in no time.

14 EBOOKS:

Everyone has a story in them, what's yours? We can help get the nuts and bolts of it down on paper or tidy up what you've already written.

15 SOCIAL MEDIA POLICIES AND GUIDELINES:

These are useful documents to help your staff sing from the same hymn sheet when posting to social media.

Consistency breeds a strong brand and this is the best place to start.

16 NEWSPAPER AND MAGAZINE ARTICLES:

Want to see your name in print? Get in touch and we'll see what we can do. Wordy Bird writers are well-known in local, national and international print media.

17 WHITE PAPERS:

These reports are an in-depth look at your services or an aspect of your business and can be great at luring customers or clients.

18 GENERAL CONSULTATION:

If there's a word-based service that hasn't been listed here we'd love to hear about it. Kim is also available for media consultation and she loves a chat (like you hadn't guessed that already...).



By the way, make sure check out [Wordy Bird's FREE A-Z Guide to Content Marketing](#) (see what I did there?..)



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