

## Turning Wordsmiths Into Writers Coaching Your In-house Copywriters



*To deliver full value to your agency, your copywriters need to be more than great wordsmiths. They need to be efficient, productive, and precise professionals. That's how you grow quality and increase profitability of in-house copywriting.*

### Turn Your Wordsmiths into Writers

Wordsmiths achieve content goals. Professional writers are wordsmiths who achieve agency goals.

The benefits are substantial when wordsmiths learn to:

- **Get it right the first time**
- **Work without hand holding**
- **Shorten and reduce review cycles**
- **Accelerate draft development time**
- **Create every kind of content**
- **Meet every deadline**

In-house wordsmiths are great with words. But to deliver full value to the agency, they need to do more. Just like designers, accountants, even security guards, writers need ongoing training. They need to develop the professional skills that lower the cost of copy, accelerate project completion, and create credible messages for your clients and their markets.

### Coaching From Mike Fischler

Mike Fischler transfers this level of professional expertise to your writing team. In a side-by-side coaching relationship, your writers will learn to:

- **Create more content more quickly**
- **Perform faster research with better results**
- **Handle multiple client projects at one time**
- **Reduce client revision cycles**
- **Develop client confidence**
- **Uncover smarter ways to talk to expert markets**

Working with your team on live content and active projects, Mike will enhance their strengths, strengthen their weaknesses, and transfer two decades of know-how creating marketing copy.

### Developing Writers Is Good Business

The value of turning wordsmiths into writers translates directly into agency profit:

- **Lower Cost of Copy** Expert writers quickly deliver economies of experience
- **Simplified Project Management** One writer creates all the content for a product or project
- **Increased Output from Existing Staff** Content volume grows while costs stay the same
- **Minimized Resource Drain** Shrink the time spent on content review and conferences
- **Reduced Impact on Product Milestones** Be certain that content won't be a project bottleneck

### Work on Live Projects

Key to the value of Mike's coaching process is that you'll work on live—even tight-deadline—projects. His mentoring doesn't slow down project completion, it accelerates it. Using common collaboration technologies like desktop sharing, Mike will guide your team as they conduct research, work through concepts, develop drafts—on every phase of efficient content creation.

### About Mike Fischler

A practicing, successful copywriter, Mike Fischler has written for nearly 300 clients, on 2500 projects, over 20 plus years.

Mike holds an M.A. in English, and a California Community College teaching credential.

### Take the First Step

To find out more about working with Mike to transform your wordsmiths into writers, [reach out to him today](#).