

Turning Wordsmiths Into Writers Coaching Your In-house Copywriters



To deliver full value to your business, in-house copywriters need to be more than good wordsmiths. They also need to be productive, efficient, and precise professionals. That's how you grow the quality and shrink the costs of content creation.

Turn Your Wordsmiths into Writers

Wordsmiths achieve content goals. Professional writers are wordsmiths who achieve business 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
- Handle multiple projects at once
- Meet every deadline

In-house wordsmiths are great with words. But to deliver full value to the business, they need to do more. Just like engineers, accountants and security guards, they need ongoing training. Writers need to develop a set of skills that lowers the cost of content, accelerates completion, and creates credible messages to your market.

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 projects at one time
- Reduce review cycles, and the time each takes
- Conceive and execute concepts independently
- Uncover smarter ways to talk to expert markets
- Make supporters of the technical teams

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 content for technology companies.

Developing Writers Is Good Business

The value of turning wordsmiths into writers is as quantifiable as any other training investment you make:

- **Better Results** More tightly targeted and relevant messages supports Sales
- **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** Reclaim technical and SME resources for the work you hired them to do
- **Reduced Impact on Product Milestones** Be certain that content won't be a project bottleneck
- **Lower Training Costs** Expert writers quickly begin to deliver economies of experience

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 technology companies, 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](#).