

I'm Here!

How to write brilliant marketing material that gets your business noticed

Author: Ashley Hastings
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What's the point of being in business if no one knows you exist? That's the question most start-ups and small businesses find themselves asking sooner or later. The trouble is, getting your message out to the people that matter usually involves paying lots of money to marketing companies, an option not open to most small businesses. However, help is at hand.

In his new book, *I'm Here! How to write brilliant marketing material that gets your business noticed*, marketing communications expert Ashley Hastings shows how anyone can write marketing material like a pro, regardless of experience or budget.

The book takes the reader by the hand through the creation and application of 13 different marketing methods – from brochures to blogs, press releases to twitter – each one tackled with meticulous thoroughness and refreshing simplicity. Using simple strategies and clear demonstrations of what works, *I'm Here!* propels the reader from first principles through to successful deployment with entertaining efficiency.

In contrast to other books and websites on the subject, *I'm Here!* provides practical DIY instructions that the reader can immediately use themselves. For example, where other books and websites tell us that a sales letter should have an eye-catching headline, *I'm Here!* reveals the thought processes that enable you to actually come up with that eye-catching headline yourself – a real beauty of a headline that will strike a chord with anyone reading it.

I'm Here! is packed with real-world examples, original tips, expert insight and warnings of potential pitfalls. It leaves no detail unaddressed and is mercifully free of jargon and business gobbledeygook. The book is itself an example of expertly crafted communications, conveying a huge amount of valuable information with engaging clarity.

I'm Here! is the culmination of the author's 20+ years helping small businesses get their voices heard through his own copywriting and marketing business. The result is a fresh, fun, essential handbook for anyone wishing to deploy expertly crafted marketing communications.