



You should be right on the money with your marketing materials.

You speak honestly and directly with clients and you know how to get straight to the point. Your marketing and communications materials should too.

Your readers—people who click on your website, pick up your promotion pieces or read your articles—should instantly understand the value of your know-how and the benefit of your services. They should recognize your style that sets you apart from the competition. They should feel good when they think about working with you.



Pam Leven

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Pam Leven is a business writer who asks the money questions, identifies what sells and tells good tales well.

Pam finds her clients' key attributes and features them in newsletters, bylined articles, brochures, speeches, websites, 1-sheets and almost anything that busy professionals trust to an experienced writer while they focus on their own businesses.

As a marketing researcher, Pam learned to spot hot-button points quickly. As a business and financial journalist for national newspapers and magazines, she learned to maximize readers' time and attention without losing facts or sacrificing quality writing. She translates the language of accountants, attorneys, bankers, business developers, manufacturers, money managers and other professionals into readable stories that everyone will enjoy.

Pam writes accurately and concisely about a vast array of subjects in a style that engages readers and clients—from demanding C-level executives who want to boost their bottom lines to hapless underwater homeowners who need a boost to rise from economic depths.

Pam Leven, business writer www.wordswillfly.com

What satisfied clients say about Pam Leven and why:

A newsletter writer who generates new business and laughs.

We wanted a newsletter to show our proficiency in pension law without the typical lawyerese. Pam's stories about how we solved clients' problems are actually fun to read. Our readers agree. Some say, "When I stopped laughing, I realized my client had a similar problem. That's why I called."

—Alex Brucker, Brucker & Morra — Southern California's largest firm exclusively practicing employee benefits law

A ghostwriter who knows how I think. When we revived our newsletter, my heart sank a little at the prospect of writing a "Message from the CEO" for each issue. Pam takes care of it. She turns our conversations into eloquent "Messages" that we edit into what I'd write myself—if I had the time.

—Dr. Eva S. McCraven, President and CEO, Hillview Mental Health Center, Inc.

A corporate storyteller who combines skill with sensitivity.

Our retired founder suffered a debilitating stroke so we had to hurry if we wanted a book about his remarkable life. Pam interviewed officers and

"original" employees, as she politely called our retirees, and spent hours helping Kent Landsberg recall 50 years of accomplishments. Her book honors Kent and conveys his values in a company that's now part of a multi-billion-dollar enterprise.

—Gene Shelton, Former Chairman and CEO, Amcor Sunclipse North America

An editor who treats my words with respect. I sent my book manuscript on leadership and staff training 5,558 miles to Pam after our email meeting. She proofed it and tightened the text so it's a smoother read. She cut 5 percent without losing a single fact. Most importantly, she kept my voice and conversational style. Pam is right: Two keyboards are better than one.

—John Steinberg, Steinberg Training Ltd., Sigtuna, Sweden www.steinberg.se

What Pam Leven says about Pam Leven and why:

I appreciate the details in each writing assignment.

Project fine points could include God or the Devil. I explore for both. For the deity, I look for ways to show readers the imagination and resourcefulness that my clients bring to their work. I uncover values and benefits because, like the English writer Chesterton, I believe "there is no such thing on earth as an uninteresting subject." For the persnickety copy imps, I look for inconsistencies and errors so no one else finds them.

I cheerfully accept client suggestions. I never incorporate my ego into my work, and I always invite clients to rewrite my words to (and with) their hearts' content. I will, however, put up a spirited defense of my own words if I really think they're best. I make sure that facts are accurate, grammar and spelling are correct and wording is clear. Generally speaking, I believe that two keyboards are better than one.

I know that a happy client is a happy client. Writing wonderful things about yourself can be painful and difficult. That's why some people hire me to write about them. I learned that clients like being surprised by unexpected insights about themselves that emerge from our conversational interviews. I keep meetings short. I keep my rates fair. My goal at the end of a job is for everyone to go away pleased so we might come together another time.

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