



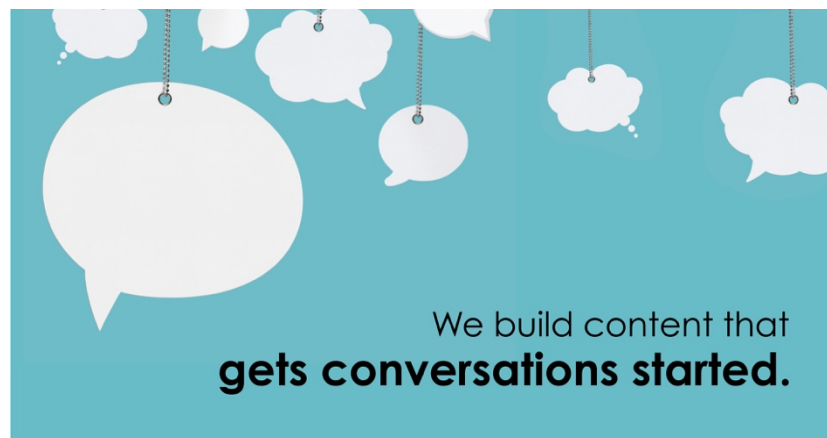
Pithy Wordsmithery
strategic writing done *for you*

What We Do

Pithy Wordsmithery specializes in marketing content, which is anything with words. We serve as a full-service resource for authors and businesses.

How We Do It

Our knowledgeable team members have expertise in a variety of areas and the right experience to get the job done. We offer flexible support that is always tailored to the individual client.



Expertise Includes

Email Marketing – Using email to connect with your audience is essential to promoting your company, book, or overall brand. Pithy Wordsmithery makes email marketing easy for you. We create content and help you effortlessly design, send, and monitor email campaigns. Whether you are looking to send a one-off email or recurring emails to keep your name top-of-mind, Pithy Wordsmithery has a solution for you.

Website Content and Development – Your website is a key part of your personal and professional brand. Pithy Wordsmithery provides consultation and design support to ensure your website aligns with your goals and serves as a tool to help grow your brand. Our capabilities include website design, content development, and assistance with all technical aspects of your website. We have worked with both individual authors and larger companies to design websites that increase brand awareness, act as lead generators, and meet various other goals.

Blogging and Online Articles – We will help you understand the impact your online posts can have and design a strategy to ensure you are getting the most from your writing. We assist with search engine optimization (SEO) best practices to ensure your posts are appearing in search results and getting the attention they deserve. Beyond writing strategy, we can help with the tactical aspect by ghostwriting and editing posts.

Social Media Strategy – Pithy Wordsmithery will work with you to provide consultation on social media strategy. We help you understand what platforms will have the most impact, what types of posts you should focus on based on your target market, and how to continue to grow your audience. For many people, social media can be a quick-win when the right strategy is in place.

Branding – Branding can be a challenge for many individuals and companies. Pithy Wordsmithery will ensure you have established a cohesive personal or company brand. We will work with you to understand how you would like to be presented in the industry and design an overall look and feel that aligns with your desired image.

Graphic Design – Pithy Wordsmithery can design images for brochures, presentations, websites, books, email campaigns, social media and numerous other projects. Our work ranges from minor tweaks to creating custom images that align with your brand.

Keynote Development – As your brand continues to grow, keynote speaking opportunities are great options for increasing publicity. Pithy Wordsmithery can help with the development of topics, proposals, or slide decks that support your brand and messaging. We have extensive experience helping business professionals gain publicity through speaking opportunities.

**Don't know where to start?
We can help.**

Contact us:
amelia@pithywordsmithery.com

