

Writing Content for the Customer

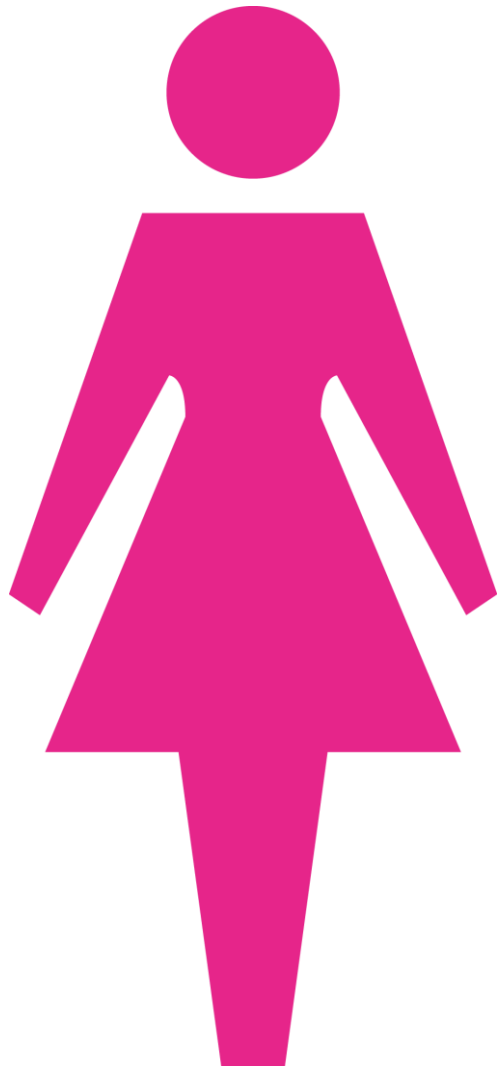
Ahava Leibtag

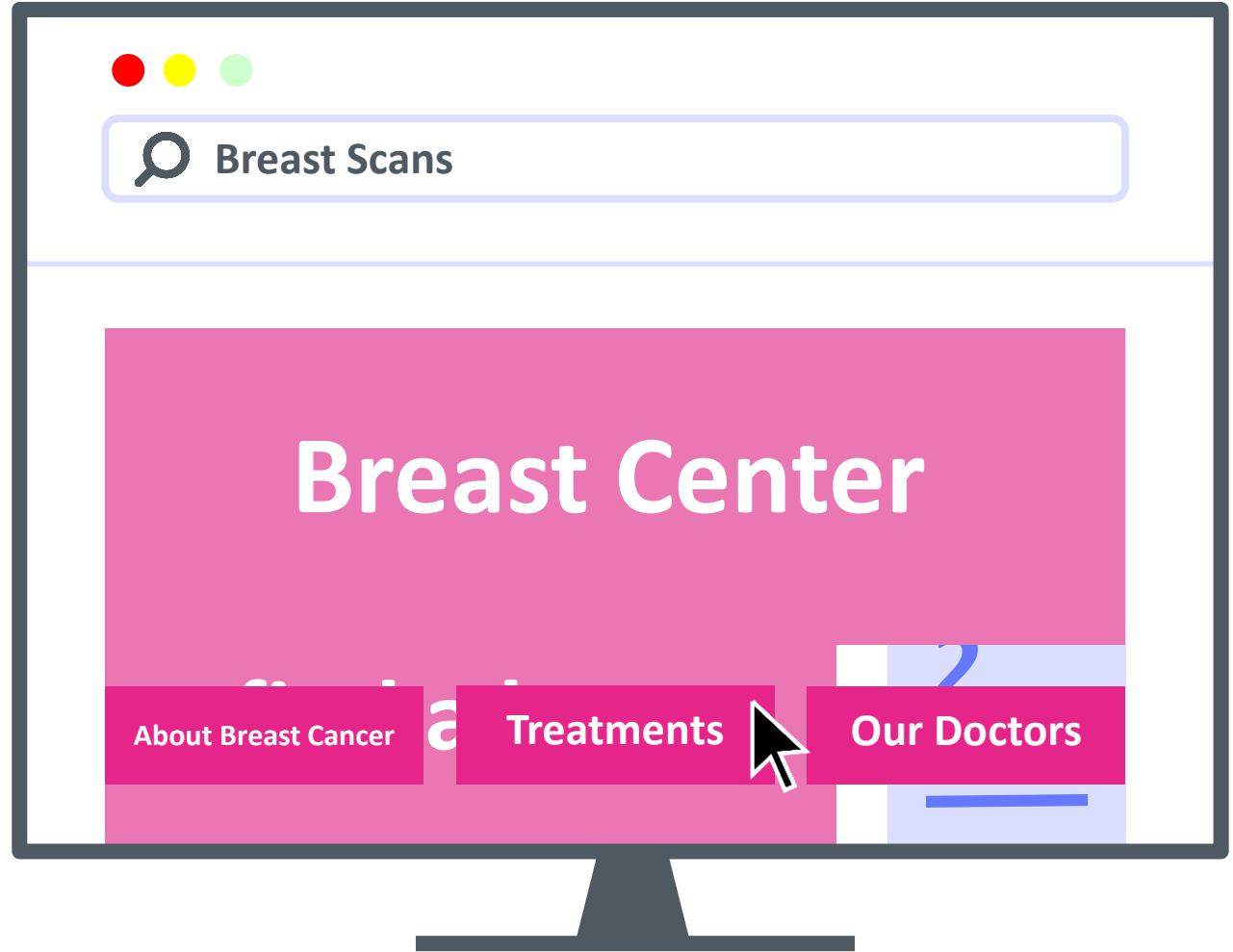
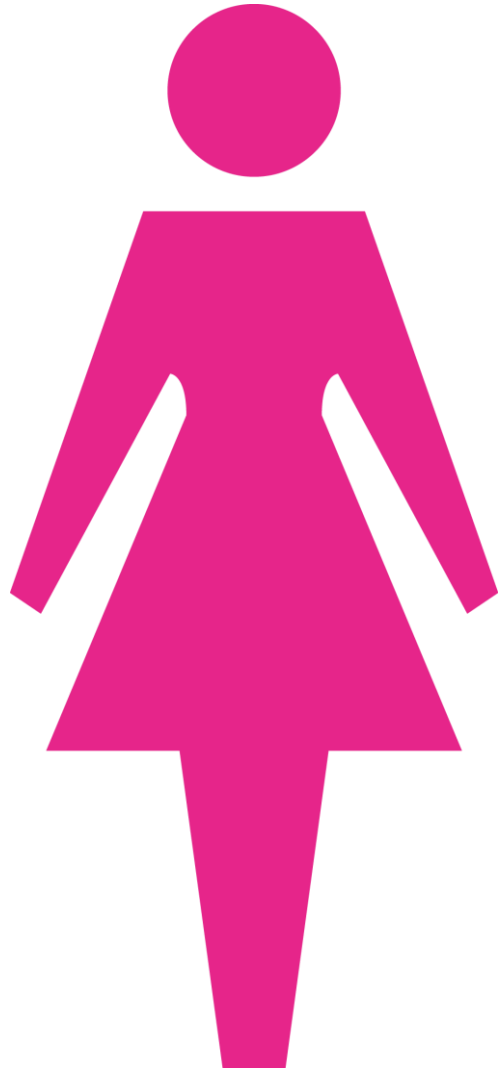
President

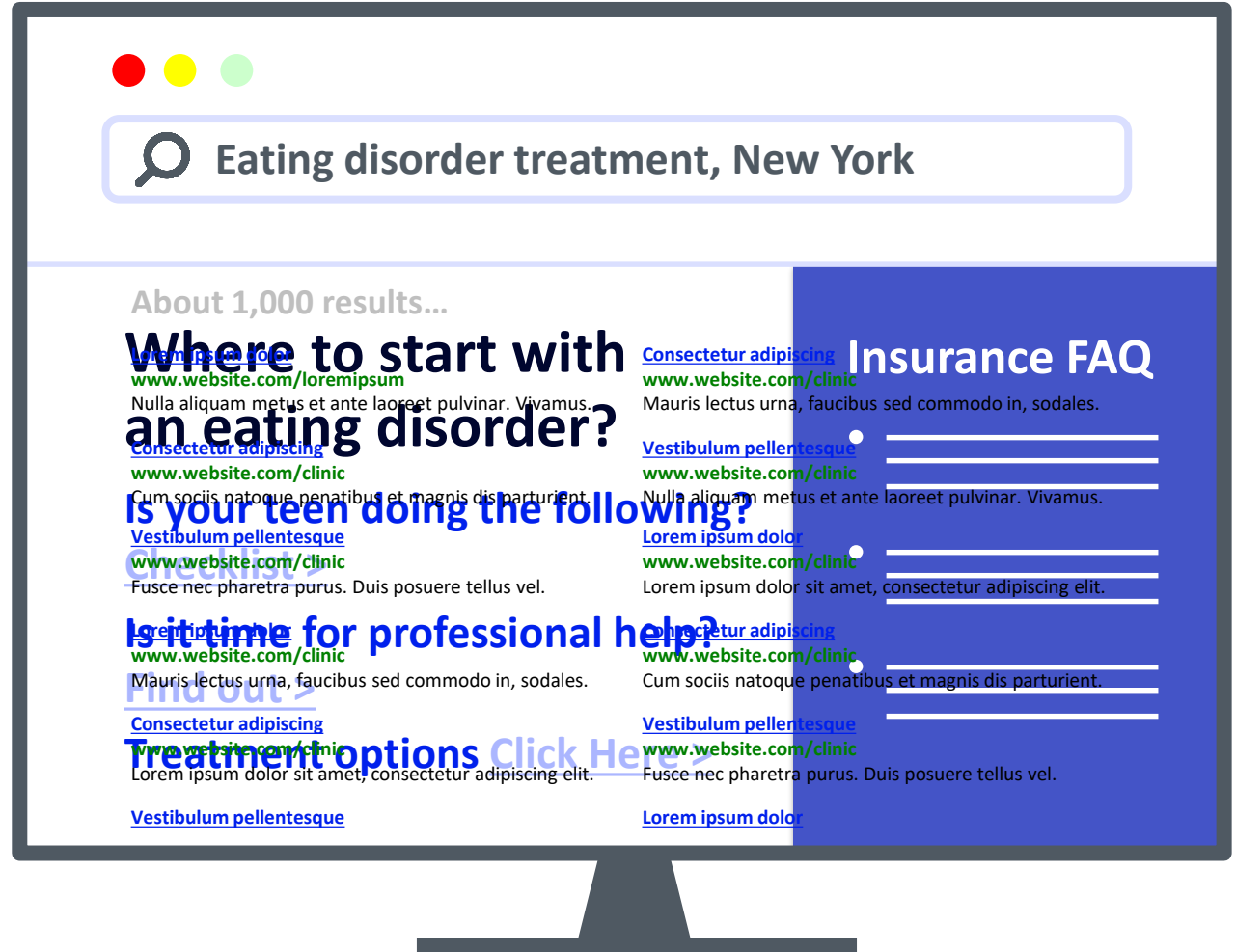
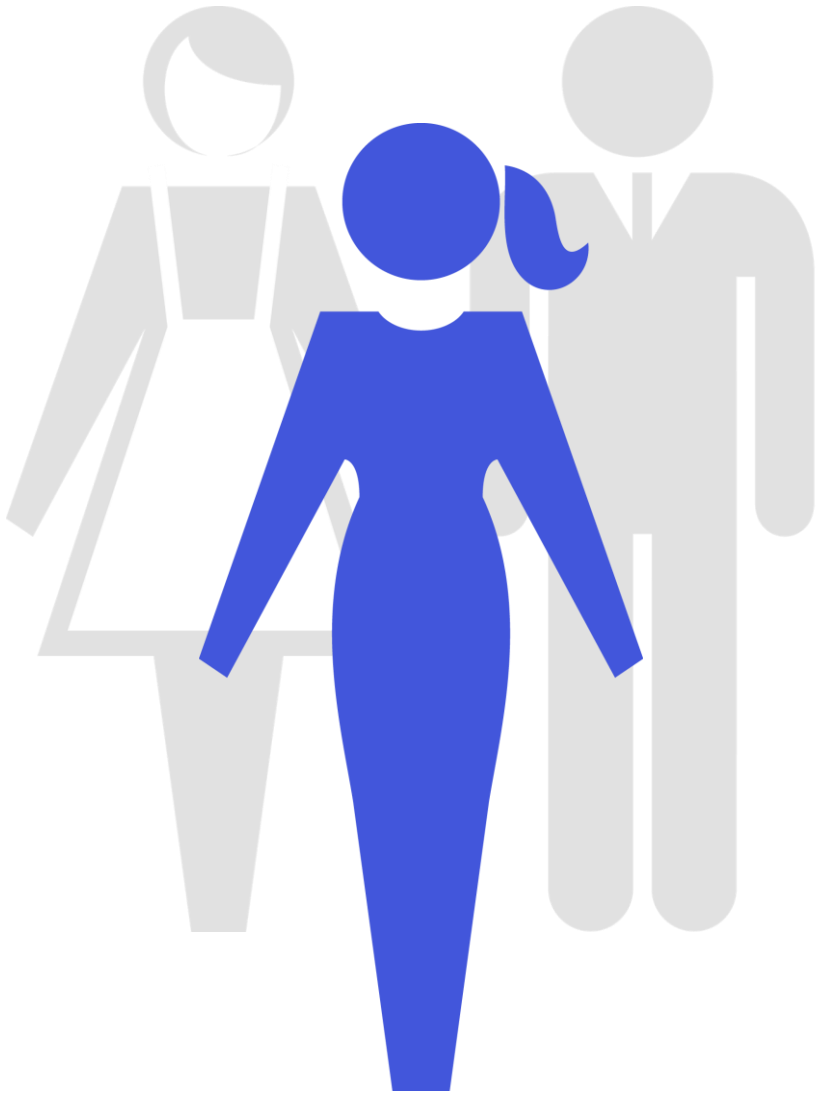
Aha Media Group

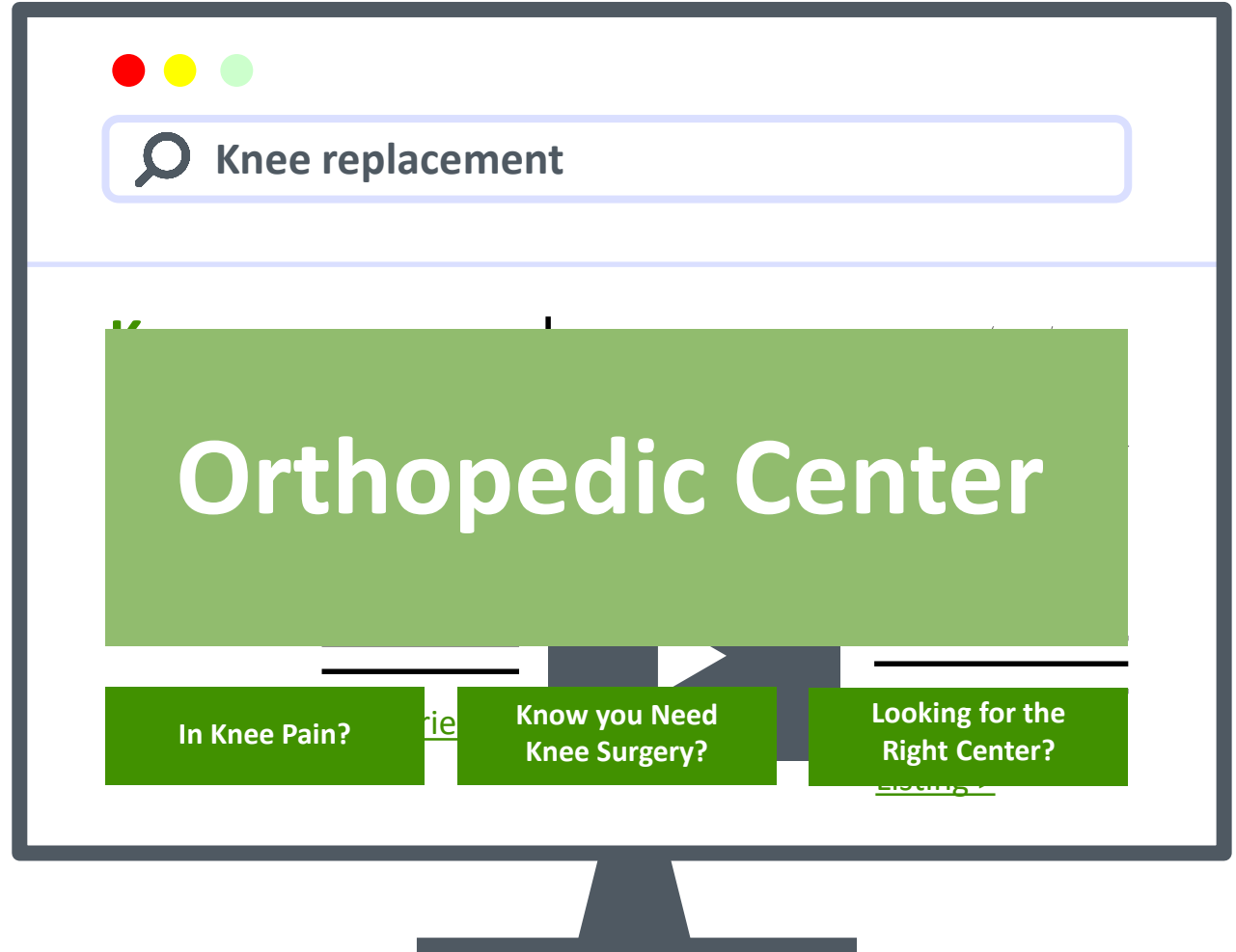


August 21, 2018









Ovarian cancer is particularly dangerous because it is difficult to detect until it has spread beyond the ovaries. Cancers that have spread are much harder to treat .

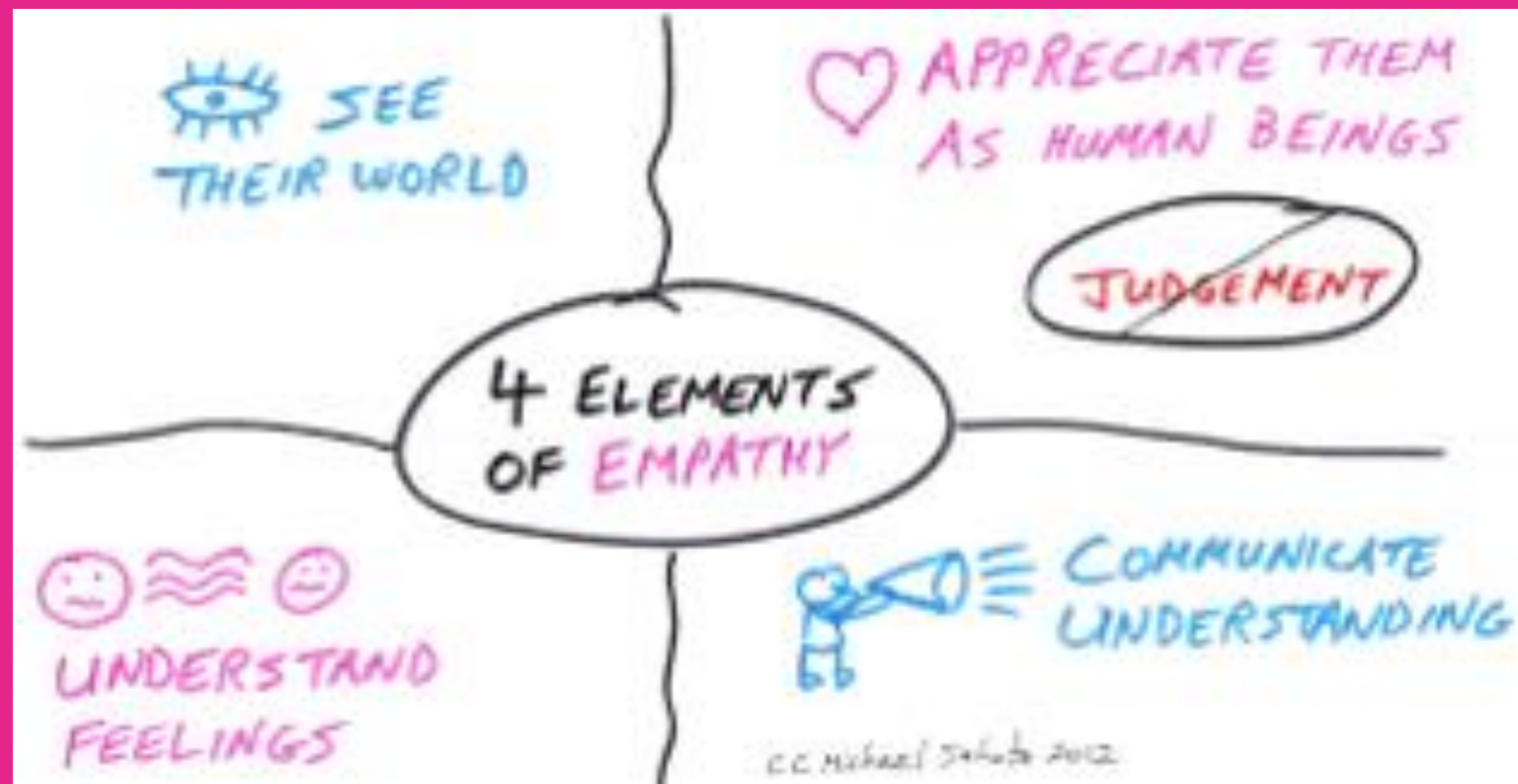
A primary brain tumor is a group (mass) of abnormal cells that start in the brain. Brain tumors can directly destroy brain cells. They may also indirectly damage cells by pushing on other parts of the brain. This leads to swelling and increased pressure within the skull.

**Minimally Invasive Aneurysm Repair throughout the Aorta:
When patients are turned down for surgery elsewhere, we often have a minimally invasive solution for them that uses small incisions for access. For aneurysms, we do this endovascular work throughout the aorta — an unusual distinction .**

Writers make choices.

How do you have a great conversation?

- **Empathy**
- **Understand your audience**
- **Know how to pace a conversation**
- **Address topics in order**



How do we develop empathy?

Personas

Adam J.

Seeking IT services: *"We need professional help with our IT."*



Age: 38

Lives in: Bethesda, MD

Education: Georgetown Law School,
Penn Undergraduate

Occupation: Patent Attorney in
Washington, D.C.

HH Income: 250K (+50K)

Family: Wife, Julie, 34, Graphic Designer
Daughter, Danielle, 11
Son, Michael, 8

Lifestyle/Personality:

- Drives an Acura and wife drives a Honda CRV
- Gym membership and plays tennis
- Coaches Michael's soccer team
- Family travels twice a year to California
- Shops at Brooks Brothers and J.Crew
- Dines out often with clients

Devices and Channels:

iPhone, iPad, laptop and desktop

News and Information:

Reads the Wall Street Journal and world news online

Tasks and Objectives:

- What kind of IT support do you provide?
- How much experience do you have with the legal industry?
- Do you have after business hours and weekend technical support? How responsive are you during those times?
- Is there an assigned primary technical consultant?
- Will you recommend and purchase hardware and software products for my law firm?
- What is your pricing structure?
- Who are some of your clients? Can you provide customer recommendations?

Backstory:

He has been working for the same law firm for 12 years and business is growing quickly. His administrator hired the previous two IT companies, but neither of them could keep up with the firm's growing needs. Adam was also disappointed by their work ethic. He knows his firm needs outstanding outside help because they don't have the resources to bring in an internal IT employee. Adam wants a company that will help anticipate the firm's needs. He wants to hire a highly recommended company that is extremely reliable.

Adam J.

Seeking IT services: *"We need professional help with our IT."*



Motivations

- Find an IT company that will be a good fit for his firm

Primary Questions

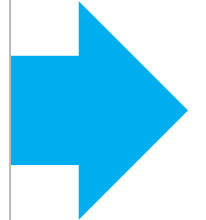
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Secondary Questions

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- Will you recommend and purchase hardware and software products for my lawfirm?
- What is your pricing structure?
- Who are some of your clients? Can you provide customer recommendations?

Actions

- Call with questions
- Schedule a meeting



Possible Encounters:

- Search online
- Referrals

Possible Content:

- Services
- Portfolio
- Support Hours

Possible Content:

- Products
- Pricing
- Customer Testimonials

Possible Modes of Engagement



Adam J.

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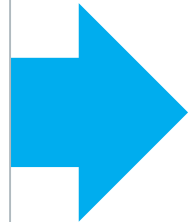
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Possible Encounters:

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Possible Pages:

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Possible Modes of Engagement



Messaging Architecture

Messaging Architecture Matrix



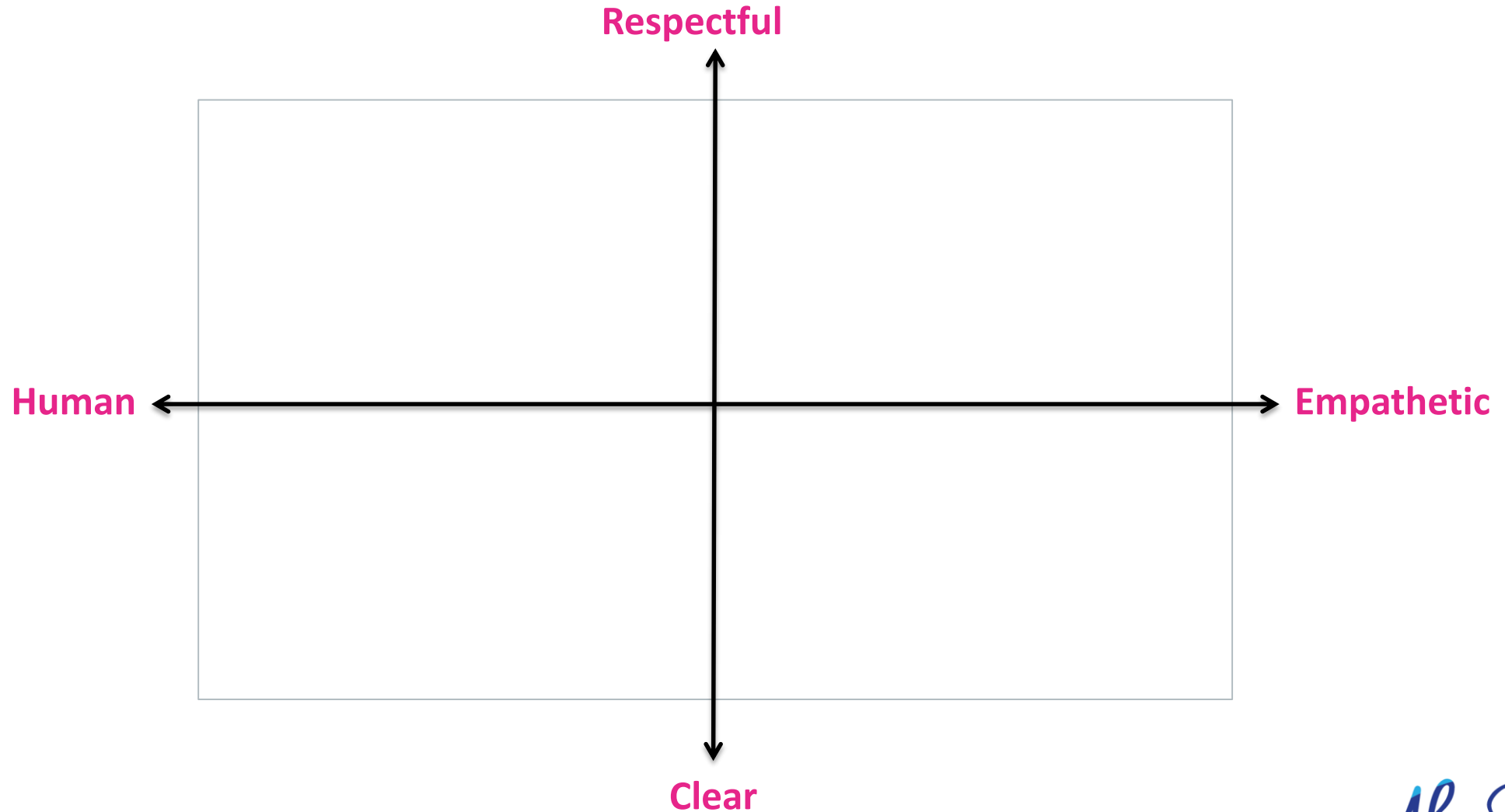
Current Identity Pillars	Future Identity Pillars	Articulation Statement	Messaging Statements
Insightful	Insightful	How can the publication(s) make me a better investor?	<ul style="list-style-type: none">• Depth of knowledge• Complex concepts in plain language• Fresh perspective: Think about it in a different way• Proactive Thinking: Understanding topics and putting them in perspective
Helpful	Actionable	What can I do now that I have this information?	<ul style="list-style-type: none">• Buy our products• Solutions oriented guidance that lead to our products• Sharing this information with others in network
High-quality	Trustworthy	How can I be sure you have my best interests at heart?	<ul style="list-style-type: none">• We deliver objective stories• We have a long-term investment philosophy and we stick to it• Credibility and expertise in particular topics
Informational	Relevant	Why does this content matter to me? Why should I pay attention? Will X have the answers to my questions?	<ul style="list-style-type: none">• We deliver content appropriate for our customers' financial situations• Solution focused for customers' lives• We understand our customers• Timely but not day-to-day market changes• Seasonality and regulatory changes



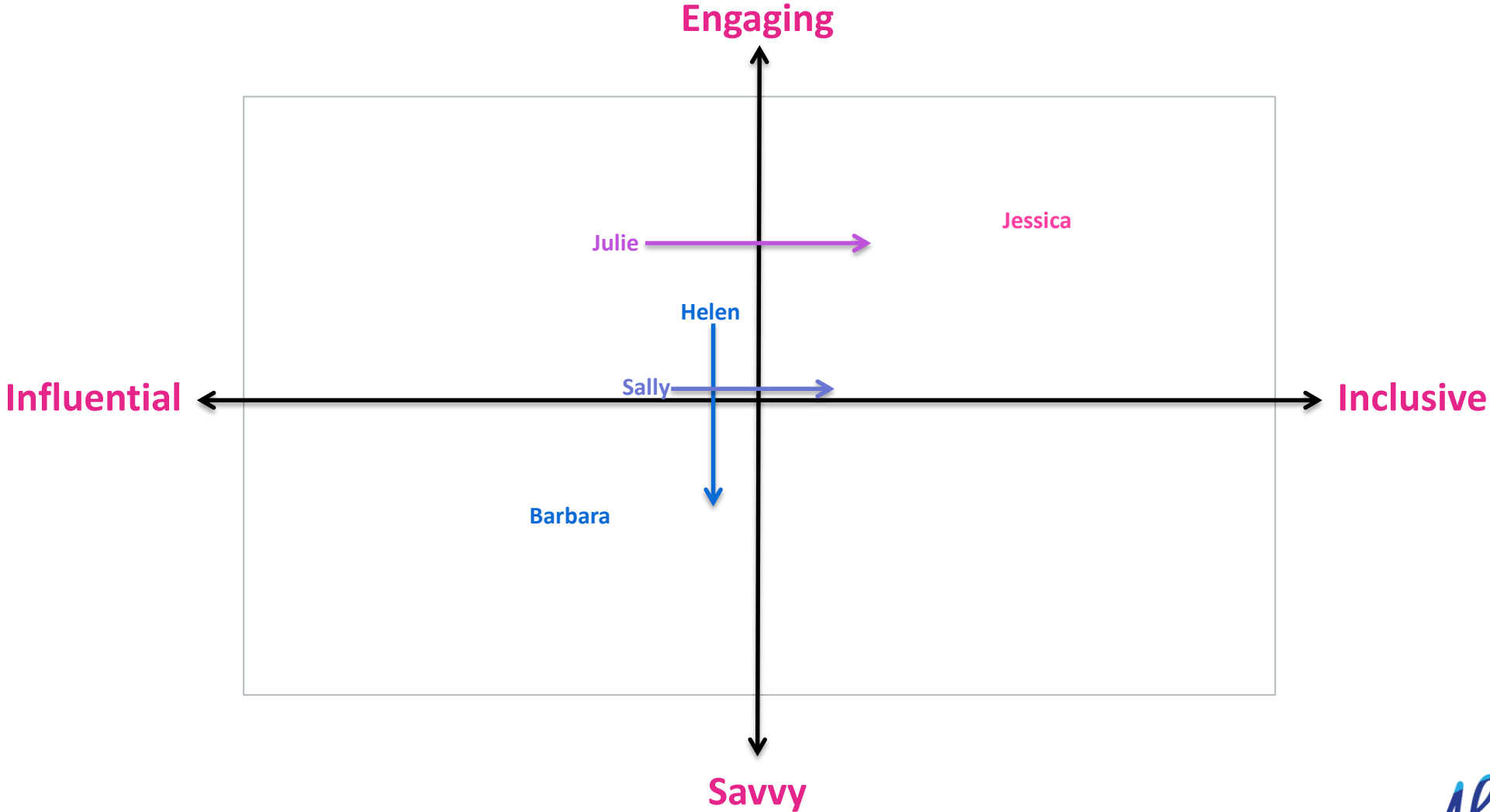
Current Identity Pillars	Future Identity Pillars	Articulation Statement	Messaging Statements (6-9)
Grassroots →	Network	We use the power of community to advance social change.	<p>We offer:</p> <ul style="list-style-type: none"> ✧ Training, resources, and tailored support for X’s grassroots leaders on advocacy efforts and community organizing. ✧ Dedicated issue-based listservs on trafficking, reproductive justice, judicial nominations, and general policy issues. ✧ Special trainings (in-person and online) on topics ranging from social media to fundraising. ✧ Mini-grant opportunities for work like civic engagement or education about the importance of the federal judiciary.

Voice and Tone

Voice and Tone Matrix



Voice + Tone, by Persona



Content is a conversation.

Question	Questions to Ask/Things to Do	Answers
To whom are we speaking?	<ul style="list-style-type: none">• Are the personas appropriate for this project?	
Who are we as a brand?	<ul style="list-style-type: none">• Please define the brand in the context of this particular project.	
What are we saying?	<ul style="list-style-type: none">• What are 3 strategic takeaways we want people to know?	
How are we saying it?	<ul style="list-style-type: none">• Please define voice and tone.	
When and where do we say it?	<ul style="list-style-type: none">• Will this content be used for social media copy?• What are 2 clear calls to action?	

What is plain language?

Writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.

--The Plain Language Writing Act of 2010

Language that is plain to one set of readers may not be plain to others. Written material is in plain language if your audience can:

- Find what they need
- Understand what they find
- Use what they find to meet their needs

How?

- Logical organization with the reader in mind
- “You” and other pronouns
- Active voice
- Short sentences
- Common, everyday words
- Easy-to-read design features

**How do I make the case for
plain language?**

**9 out of 10 adults have
difficulty using health
information that is routinely
available.**

**Improved health literacy
reduces costs by 5.3% and
hospital admissions by 12.5%.**

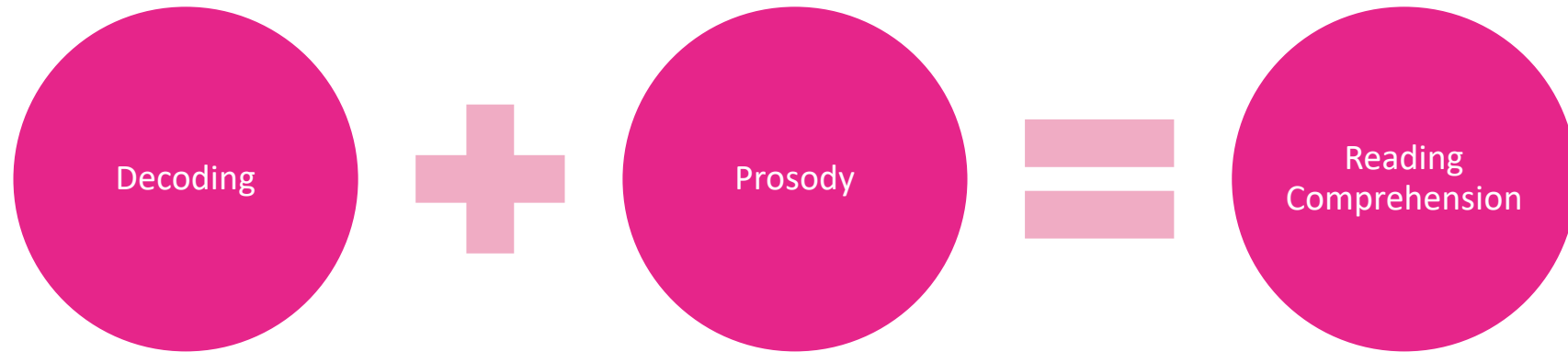
**2 out of every 3 children fail to
achieve proficiency in reading.**

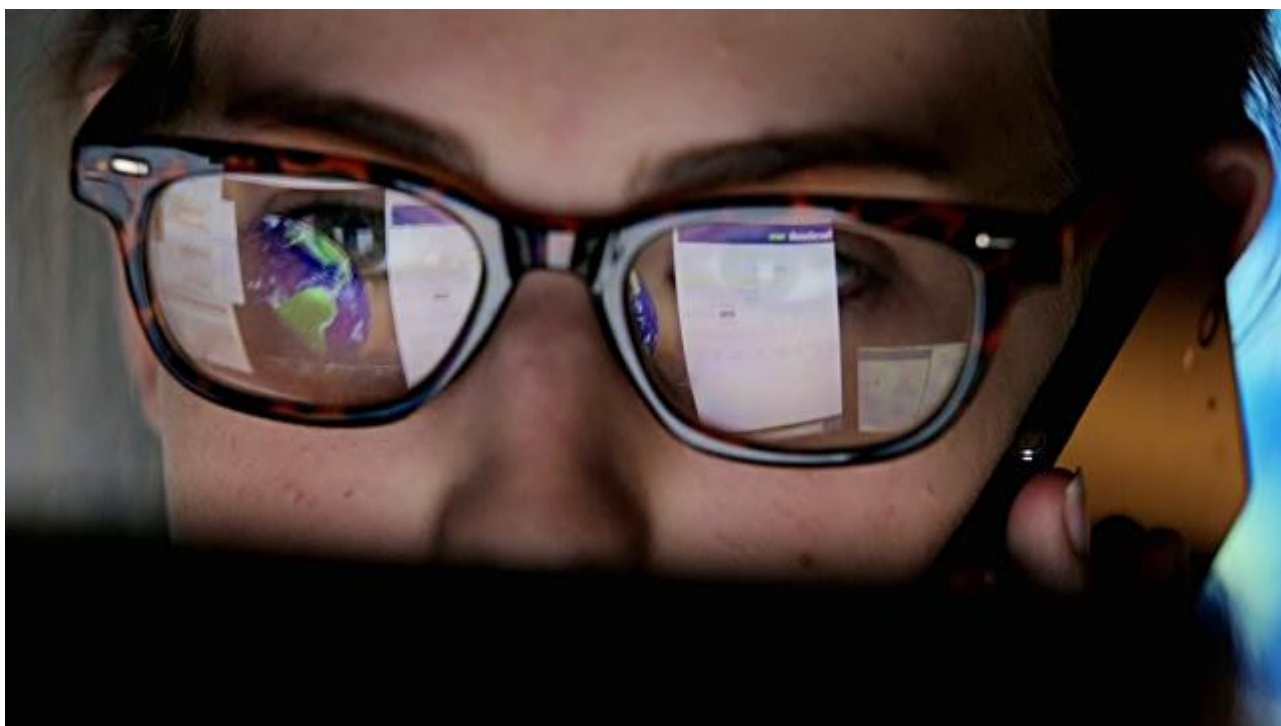
The English language is a particularly difficult one to master.

What is reading fluency?

- 1. Decoding:** Can you read text out loud, accurately and quickly?
- 2. Prosody:** Can you create melody or flow in your reading?

Reading Fluency





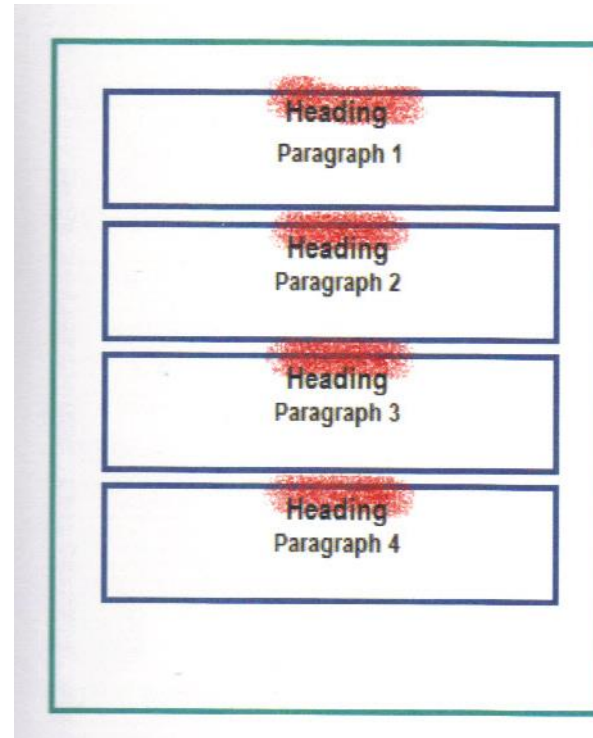
5 Ways People Scan the Web

- **F-shaped pattern**
- **Layer cake pattern**
- **Bypassing pattern**
- **Spotted pattern**
- **Commitment pattern**

F-shaped Pattern



Layer Cake



Layer Cake Pattern



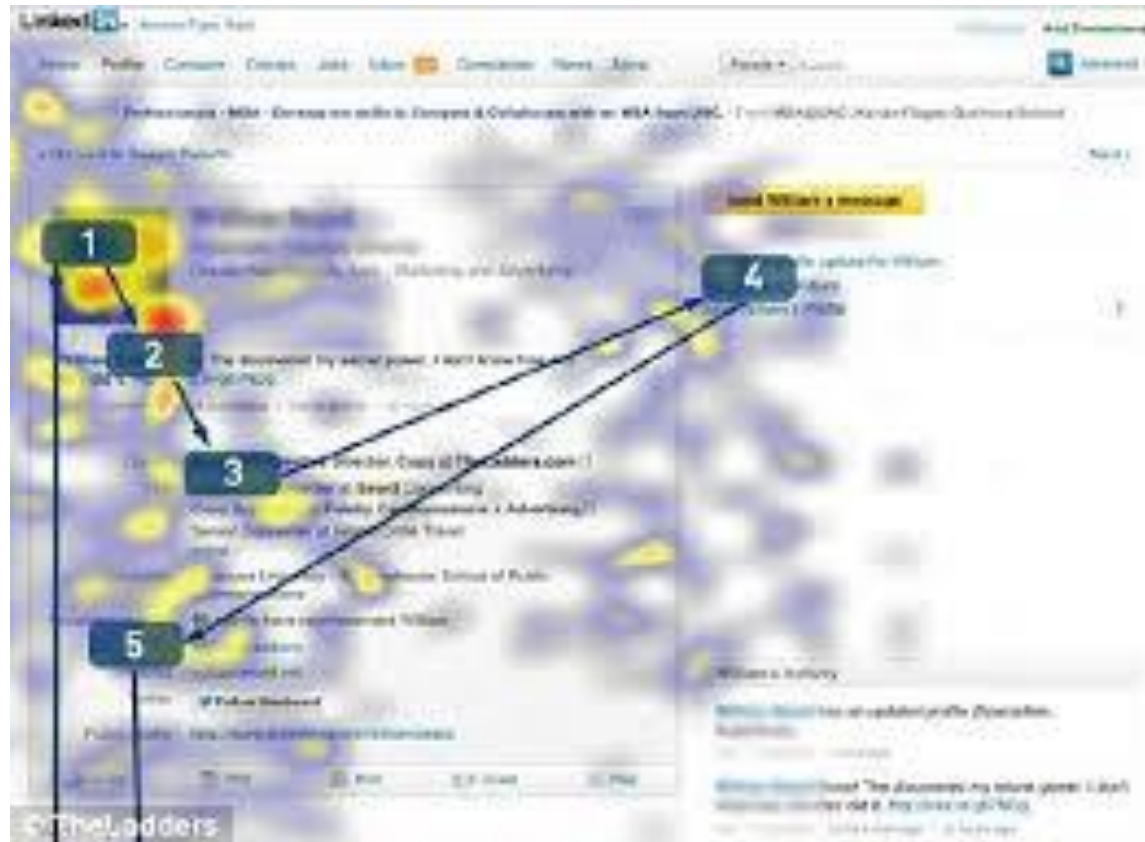
Bypassing Pattern

People skip the first words in a list because they are all the same.

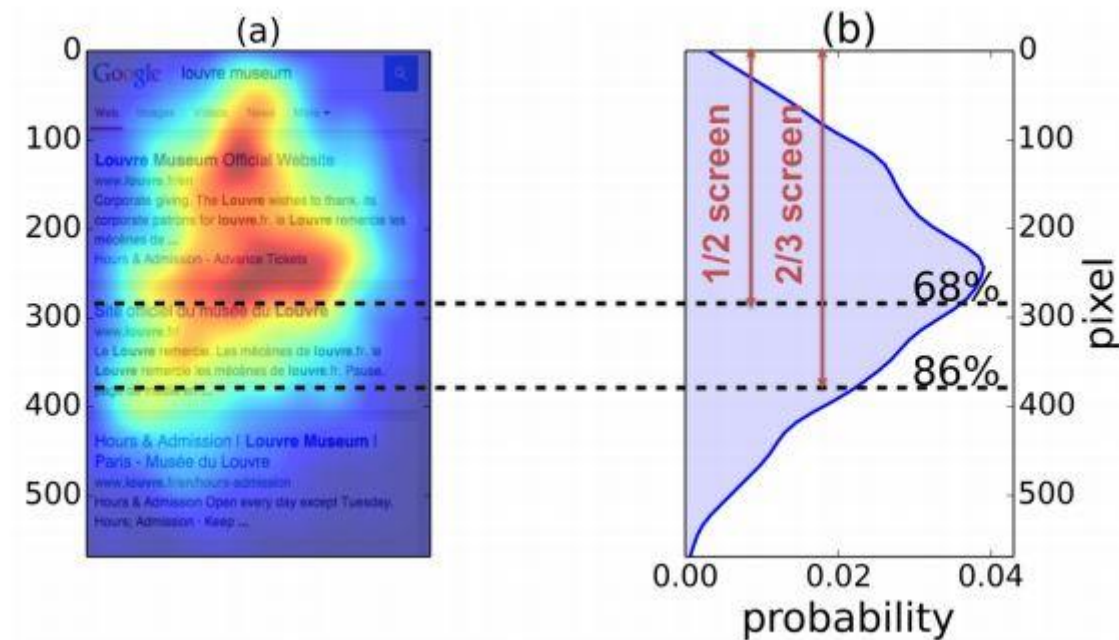
Bypassing Pattern Example

- **The United States: The Declaration of Independence**
- **The United States: The Constitution**
- **The United States: The Gettysburg Address**

Spotted Pattern



Mobile Eye Tracking



Source: Briggsby

People View Images More Than Text



(a) KG Relevant

(b) KG Not Relevant

Forget the A.P. Style Guide

Build your ideas plainly

- **Words**
 - Say them out loud
 - Define them
 - Be specific
- **Structure**
 - Sentences
 - Paragraphs
 - Pages
 - White space?
- **Melody**
 - How does it sound?
 - What's the rhythm?



Top 15 College Reading Strategies

Change titles and subtitles to questions that you then seek to answer

For instance, the McGraw Center suggests that the section heading “The Gas Laws of Boyle, Charles and Avogadro” could be changed to “What are the gas laws of Boyle, Charles and Avogadro?”

Break up the reading into bite-sized sections

If an assignment seems especially daunting, break it into smaller, more manageable pieces. And when your attention wanders, stand up and take a quick break.

Identify and define any unfamiliar terms

It's faster to breeze past new words, but savvy readers take time to look up unknown words.

Examples

[H3] Minimally Invasive Aneurysm Repair: Benefits and Challenges

Endovascular aneurysm repair can provide several advantages over traditional, open surgery:

- Provides an option for patients too frail or sick for surgery (no heart-lung machine or aorta clamping needed, and general anesthesia not always necessary)**
- Smaller incision(s)**
- Less pain**
- Shorter hospital stay and recovery**



Green Light

[H3] Why would your doctor recommend Minimally Invasive Aneurysm Repair?

There are 2 types of approaches doctors can use when repairing an aneurysm:

- 1. Endovascular aneurysm repair—this means through your veins without making large cuts**
- 2. Traditional, open surgery—this is surgery where your doctor will need to make a large cut in order to reach the aneurysm to repair it**

Your doctor will recommend the repair that we call minimally invasive because:

- Some patients are too frail or sick for surgery**
- There are smaller incision(s)**
- Most patients have less pain**
- You will have a shorter hospital stay and recovery**



Green Light

Diagnosing Colon Cancer Early at X

At X, we provide screening tools for early detection, including:

- **Colonoscopy:** During this test, your doctor will look at the inner lining of your large intestine (rectum and colon) using a thin, flexible tube called a colonoscope
- **Sigmoidoscopy:** An exam used to evaluate the lower part of the large intestine (colon) using a flexible a thin, flexible tube called a sigmoidoscope
- **Genetic testing:** Certain genetic diseases may increase the risk of developing colon cancer. We provide comprehensive genetic tests to determine if you are at risk. We also have dedicated genetic counselors and doctors who can support you with this information and help you make decisions.
- **Blood, urine or tissue tests:** to look for tumor markers (chemicals than can indicate cancer)



Green Light

The X Tumor Center at X Hospital is a national leader in research and advanced brain tumor therapies. When routine treatment fails, patients and doctors turn to us. Patients and their families travel from around the country to find hope through an individualized treatment plan and a coordinated care team. Our mission is to turn brain tumors into a chronic, controllable disease.



Green Light

X's neurosurgeons and orthopedic surgeons always ask the most important question first: *Can this patient be helped by surgery?* There are two answers that surgeons look for before recommending surgery to you.

- **Your pain is likely to be relieved only by surgery**
- **Your condition requires surgical correction to stabilize the spine and prevent future damage**



Green Light

The best way to understand the highly complex process of neuroregeneration therapy and how it works on the brain, is to compare it to the home remodeling process done on a damaged house. For example, new plumbing mechanisms (blood vessels), new electrical connections (synapses), and new rooms (brain cells) may be required to regain function.

Questions, questions, questions

Ask the right questions

Start by asking for a high-level overview ...

- What are the top 3-5 differentiators that you believe make XYZ stand out from its competition?
- What does XYZ do differently or better than other area hospitals?
- Why do patients and their families choose XYZ?
- What do you do at XYZ that no one else in the area – or no one else, period – does?
- Why do referring physicians send their patients to XYZ?

Ask the right questions

... then circle to gain 360-degree perspective

- Patients
- Care team
- Referring physicians
- Family member looking at site
- Accrediting agencies
- State and national organizations and how they track/measure/report outcomes
- Experts' education and current speaking/teaching/research

Ask the right questions

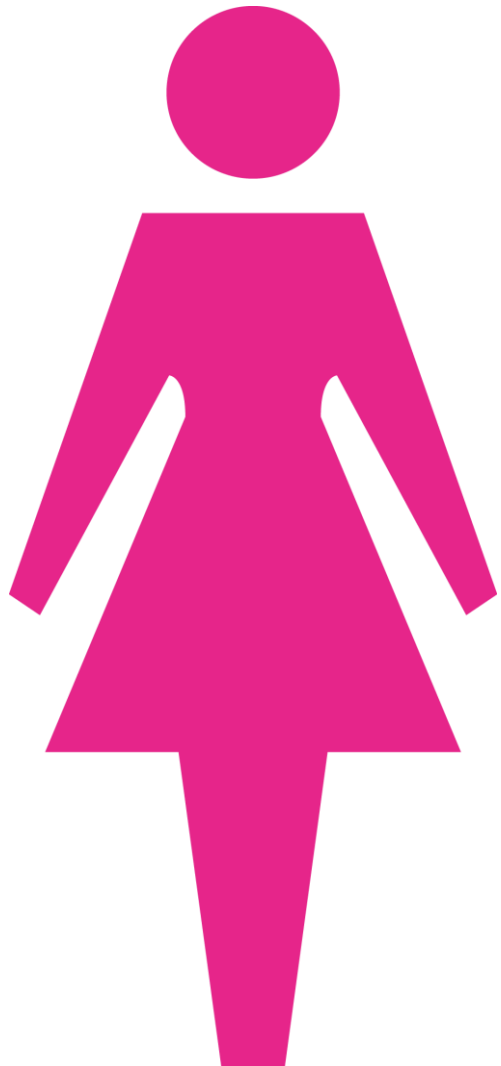
Clarify flabby answers

- *SME: We have great quality.*
- **Clarifying questions:** What aspects of high-quality care do you want your patients to know about? Safety? Effectiveness? Patient-centeredness? High quality according to whom?
- *SME: We use a multidisciplinary approach.*
- **Clarifying questions:** Would you walk me through how the multidisciplinary approach works at XYZ hospital? What are some of the patient benefits to your approach? What do patients like about it?
- *SME: We offer personalized care.*
- **Clarifying questions:** By “personalized care,” do you mean personal care, or are you referring to the NIH’s precision care initiative (also called personalized care)? Can you give examples of extra steps you take to personalize care? What can we tell a patient, family member or caregiver about why this is important? Who gets involved from your team? What are the advantages your team offers patients?

Ask the right questions

Clarify flabby answers

- *SME: Our outcomes are great.*
- **Clarifying questions:** What does a good outcome look like? How do you know they're great? What do patients want to know about their results? Can you point me to an objective measure of how your outcomes compare to other programs?
- *SME (or current content): Our experts are world-class.*
- **Clarifying questions:** Can you say more about what makes them world-class? Do you do research, offer training or teach your procedures? Do you have specialized training or certifications?
- *SME: We don't do anything special.*
- **Clarifying questions:** Please tell me more about it anyway – would you walk me through it? It sounds like your teams work hard to [follow up quickly with patients] – is that the standard in your area?



For your inspiration





Cute & Girlie

Teen Spirit

by Lady Speed Stick

Pink Crush

NET WT 1.6 OZ (45.36 g)

Allergen Free

Night flight
11811 West Olympic Blvd
Los Angeles
CA 90064

Smells like teen spirit

feel

Come out and play make up the rules
~~I know I hope to buy the truth~~ So stupid

Take off your clothes I'll see you in court
~~How do the boys get their~~

~~1000~~ ~~hello~~ ~~hello~~ ~~hello~~
we know we'll lose we won't be bored

Come out and play, make up the rules
~~It's not enough with golden tasks~~

Dyslexic idiot stunt with bad hitting

~~load up on guns & bring your friends~~
The secret hand shakes pretend

~~we're so stupid so lazy, blame our parents~~
~~talking places me~~

~~we're so lazy & so stupid~~
~~blame our parents~~
~~the experts~~

So funny
entertaining
has been read
even might be face bed
undeserving

Neurotically
L.A. Margic

Tiibe

Variety

our little group has always been, and always will
until the end
~~be~~ swore

Tiibe
territory
princess
mark

A mulato an Albino
A mosquito my Libido

YAY

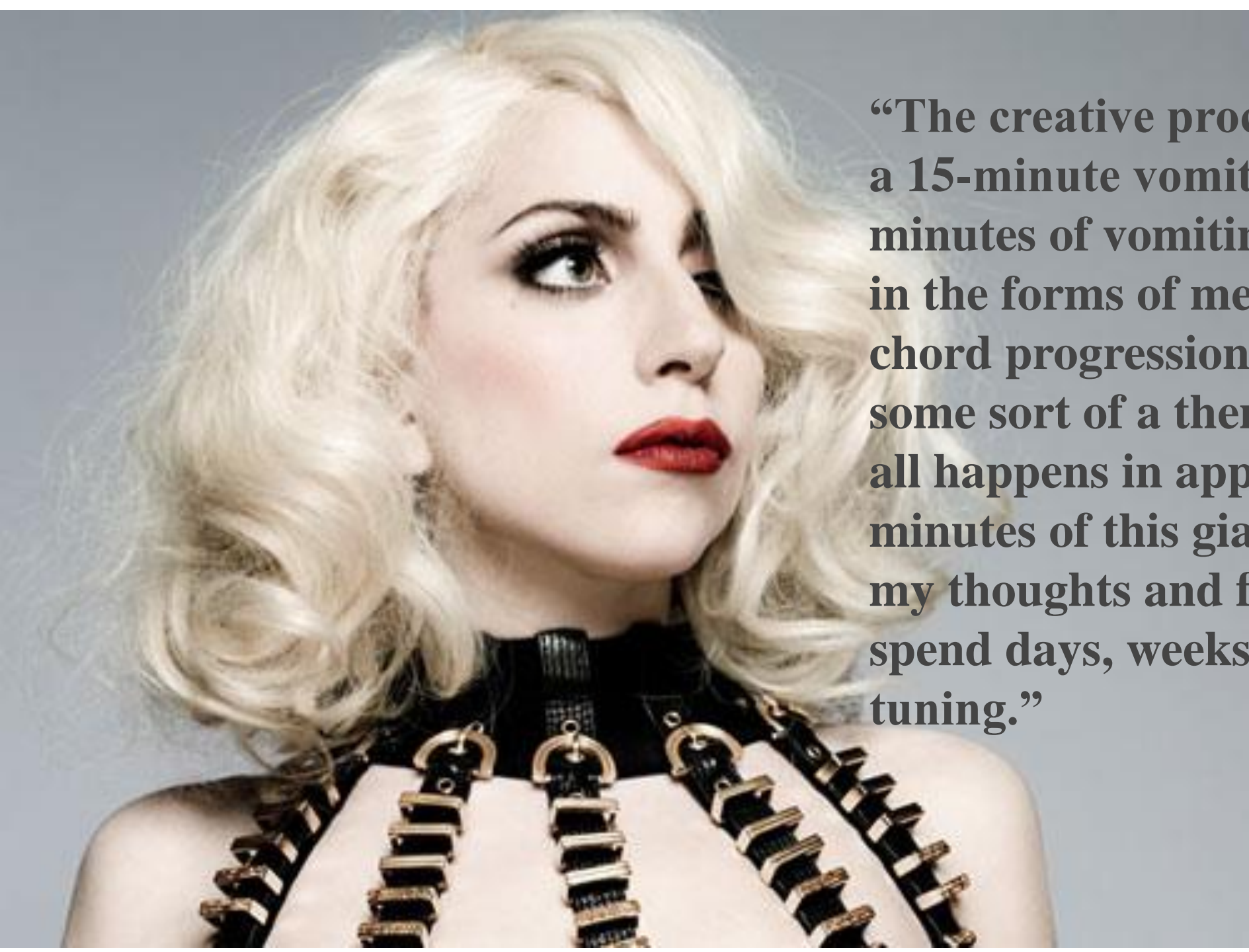
A deposit
for a bottle
inside it
in a model

The percent
we percent
we always will with the end
say
just to
opinion

A denio

Who will be the King & Queen
of the Outcast ~~teens~~

I hate to use percentages It's nice to know there is
A choice



“The creative process is approximately a 15-minute vomiting,” she says. “15 minutes of vomiting my creative ideas in the forms of melodies (usually) or chord progressions and melodies. And some sort of a theme lyric idea, and it all happens in approximately of 15 minutes of this giant regurgitation of my thoughts and feelings and then I spend days, weeks, months, years fine-tuning.”

However, she notes, “You have to honor your vomit. You have to honor those 15 minutes.”



Thank you

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ahavaleibtag

