



Putting ink on paper to bring your ideas to life!

Building on more than 25 years of experience in marketing, writing, planning, and fundraising, Z-ink provides an array of services for independent business people, companies, and authors. Small enterprises seldom take advantage of valuable “luxuries” like professional writing and editing. Z-ink excels affordably at providing the following specialized assistance:

Winning Words

My business letters don't seem to get the point across.

Could I publish and sell materials connected with my business?

I've always wanted to write a book, but I'm stuck.

From by-lined articles that position you as the expert, to skillful editing of your manuscript, Z-ink works behind the scenes to enliven your ideas through inspired writing. Whether your aim is to inform or motivate, we provide the right words for everything from press releases and newsletters, to brochures and print ads.



Marketing Momentum

How can I let people know about my business?

Should I advertise? Use direct mail? Try public relations?

Can I do more, without spending a fortune?

The answer is to design communications specifically for your goals and budget. We can help design and implement appropriate marketing materials, Web site copy, press kits, and more. Z-ink also can conduct market research to gather vital facts.



Education

If you want to have better communication within your organization and with customers, we can put methods in place and provide training for continued improvement. Z-ink can even provide fun and interesting presentations for employee events.



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