

COMMITMENT

Solid Writing

While some projects warrant the unconventional, many others demand the straight-forward. When clear, simple communication is your goal, I'll provide it.

Creativity

When creativity's the goal, count on my 20 years of marketing, sales, and writing experience. . . . get the know how to effectively reach customers through persuasive and strategic writing.

Value

Get great work at a price far lower than large ad or PR agency rates. Word-Tek doesn't do everything, but you'll get just what you need . . . including, partnering with your graphics designer or a free-lancer.

My Best Stuff

Count on it. Good writing doesn't just happen. It takes extra effort and a commitment to find the special angle that will lift it above the ordinary.

And that's what'll keep you coming back.

Robert L. Zook

Writer

A powerful partner you can count on for your next sales and marketing campaign, corporate communications, and/or product literature.



"I recommend Bob for your writing needs. His proposals and sales letters helped immensely."

Gerhard Kappe
Thermal-Chem Corp

WORD-TEK

OFFERING AN
ARRAY OF
PROFESSIONAL
WRITING SERVICES



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EXPERIENCE

Tap into a track record of successful sales and marketing experience, spanning the spectrum from direct sales to business-to-business and consumer marketing. Call on me for your:

- Marketing Brochures
- Corporate Image Packages
- Direct Marketing/Sales Letters
- Advertising Copy
- Advertorials, Promotions, Publicity
- Newsletters and Electronic Media
- And, Proposals . . . to name a few

And, join such firms as Rock-Tred Corporation, NRCCUA, Communications Management, Dom Perignon, Crown Motors (Lexus), Swarovski, Foster Kitchens, Cartier, and others.

I am a successfully published technical and sales writer. Harness that same creativity and bring new vitality to your project as well.



Just a quick
phone call
away!

"Doors were opened to executives for our sales staff and more quality leads came in because of Bob's writings."

Dan Moran, CEO
Rock-Tred Corporation

ADVANTAGES

A freelance writer can:

- Improve your bottom line
- Enhance your image
- Increase your efficiency
- Keep you on target
- Make your life easier



More than that, with Bob Zook you get:

The Word-Tek Advantage

- Direct marketing expertise that generates more leads . . . increase your sales.
- Solid track record in company, service or product publicity and advertising . . . **ask about the advertising techniques that are read 500 times more often than standard advertising.**
- A fresh perspective. New enthusiasm. Daring and out of the box strategic thinking.
- Get clear and precise communications with the right message and lively information for your employees and/or customers.
- Effective Proposals — stand apart from your competition and close that deal.

Just a few examples, call today!

"According to my sales staff, several of our clients always requested that Bob write for them. And, his newsletter was a big hit with all of them creating an outstanding publicity tool for us."

Dr. M. Mohendar, Chairman
Communications Management Ltd.

PROFESSIONALISM

Consultation/Agreement

After an initial no-obligation, no-charge, Q & A session, I'll share my ideas on the project. We'll discuss finances.



Once okayed, we'll sign a simple agreement, outlining responsibilities, time frames, and investment.

Terms

As all jobs are different, quotes will be made at or following consultation. Most assignments can be quoted on a Flat Rate basis. Long-term projects may warrant hourly rates. One-third to one-half of the contracted amount will be due up front, with the balance paid at negotiable checkpoints.

Revisions

Two rounds of revisions are included in any contracted price. Additional revisions will be billed on an hourly rate. A major change in slant, concept or idea constitutes a new project. Prices quoted are for copy only. Additional services may be billed separately.