

# Persuasive Writing for New Business – Show Notes from “Build a Better Agency” Podcast

- Pixar Pitch
- Writer’s Checklist

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January 10, 2016

Sutter



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# The **PIXAR** Pitch

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Once upon a time \_\_\_\_\_.

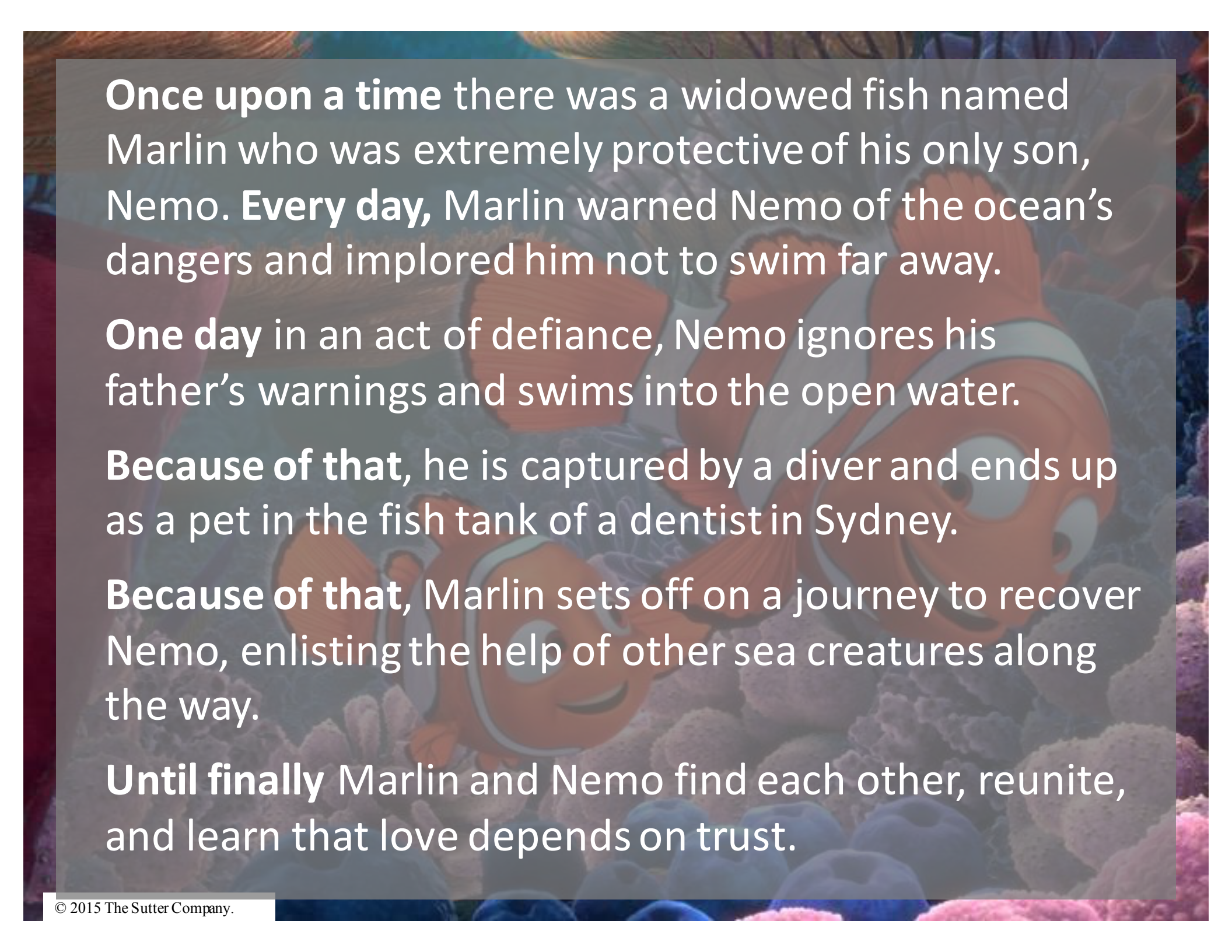
Every day \_\_\_\_\_.

One day \_\_\_\_\_.

Because of that, \_\_\_\_\_.

Because of that, \_\_\_\_\_.

Until finally, \_\_\_\_\_.

The background of the slide is a scene from the movie Finding Nemo. It shows Marlin, a clownfish, swimming with his son Nemo. They are surrounded by colorful coral and other sea life. The image is slightly faded to make the text stand out.

**Once upon a time** there was a widowed fish named Marlin who was extremely protective of his only son, Nemo. **Every day**, Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.

**One day** in an act of defiance, Nemo ignores his father's warnings and swims into the open water.

**Because of that**, he is captured by a diver and ends up as a pet in the fish tank of a dentist in Sydney.

**Because of that**, Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.

**Until finally** Marlin and Nemo find each other, reunite, and learn that love depends on trust.

# The **PIXAR** Pitch: Persuasive Writing for New Biz

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**Once upon a time** ad agencies struggled to communicate their value through the written word.

**Every day**, they'd rely on jargon and generalizations, which only weakened their message, making it harder to persuade new clients to work with them.

**One day**, a new business pro got tired of seeing good agencies fail to live up to their potential because of bad writing.

**Because of that**, she called a journalist friend and they developed a workshop to teach agencies how to be better writers.

**Because of that**, agencies became persuasive communicators.

**Until finally**, they started pitching more successfully and winning more new clients.

# The writer's checklist

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- ☐ Active versus passive
- ☐ Simplify words
- ☐ Eliminate unnecessary words
- ☐ Avoid weakling verbs
- ☐ Use adjectives carefully

# The writer's checklist

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## ☐ Active versus passive

The project will have been completed  
before the deadline.

# The writer's checklist

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## □ Active versus passive

The project will have been completed before the deadline.

*We'll complete the project before the deadline.*

# The writer's checklist

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## □ Simplify words

Optimum

Disseminate

Initiate

Utilize

Currently

Numerous

Implement

Assistance

Facilitate



# The writer's checklist

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## □ Simplify words

Optimum

*Best*

Disseminate

*Send*

Initiate

*Start*

Utilize

*Use*

Currently

*Now*

Numerous

*Many*

Implement

*Do*

Assistance

*Help*

Facilitate

*Ease*

# The writer's checklist

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## □ Simplify phrases

In an effort to

Is of the opinion that

At this point in time

Due to the fact that

With the exception of

For the purpose of

Until such time as

Referred to as

# The writer's checklist

---

## □ Simplify phrases

In an effort to

Is of the opinion that

At this point in time

Due to the fact that

With the exception of

For the purpose of

Until such time as

Referred to as

*To*

*Believes*

*Now*

*Because*

*Except*

*For*

*Until*

*Called*

# The writer's checklist

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## ☐ Eliminate unnecessary words

Our integrated strategy group is responsible for insights that are fueled by consumer data.

# The writer's checklist

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## □ Eliminate unnecessary words

Our integrated strategy group is responsible for insights that are fueled by consumer data.

*Our strategy team uses data to uncover consumer insights.*

# The writer's checklist

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## ☐ Avoid weakling verbs

Gave assistance to

Gave an explanation

Did the marketing for

Call your attention to

# The writer's checklist

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## □ Avoid weakling verbs

Gave assistance to

*Helped*

Gave an explanation

*Explained*

Did the marketing for

*Marketed*

Call your attention to

*Remind*

# The writer's checklist

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## ☐ Use adjectives carefully

We are passionate about our clients' business and relentless in pursuing results on their behalf.



# The writer's checklist

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- Use adjectives carefully

We are passionate about our clients' business and relentless in pursuing results on their behalf.

*Really?*

# Ban these words!

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Relentless

Passionate

Superlative

Driven

State-of-the-art

Next-generation

Renowned

Nimble

Breakthrough

Cutting-edge

Flawless

Proven

# Persuasive Writing Reading List

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**On Writing Well**, by William Zinsser

Amazon link: <http://amzn.to/1N0LPiS>

**How to Write Anything**, by Laura Brown

Amazon link: <http://amzn.to/1UHt6P4>

**Everybody Writes**, by Ann Handley

Amazon link: <http://amzn.to/1N1lQrz>

**To Sell is Human**, by Daniel Pink

Amazon link: <http://amzn.to/1P0tPGA>

# Want a consultation?

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