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

• Pixar Pitch
• Writer’s Checklist

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The **PIXAR** Pitch

Once upon a time __________________________.

Every day __________________________.

One day __________________________.

Because of that, __________________________.

Because of that, __________________________.

Until finally, __________________________.
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.
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

☐ Active versus passive
☐ Simplify words
☐ Eliminate unnecessary words
☐ Avoid weakling verbs
☐ Use adjectives carefully
The writer’s checklist

☐ Active versus passive

The project will have been completed before the deadline.
The writer’s checklist

☐ Active versus passive

The project will have been completed before the deadline.

We’ll complete the project before the deadline.
The writer’s checklist

☐ Simplify words

Optimum
Disseminate
Initiate
Utilize
Currently
Numerous
Implement
Assistance
Facilitate
## The writer’s checklist

- **Simplify words**

<table>
<thead>
<tr>
<th>Original Word</th>
<th>Alternative Word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimum</td>
<td>Best</td>
</tr>
<tr>
<td>Disseminate</td>
<td>Send</td>
</tr>
<tr>
<td>Initiate</td>
<td>Start</td>
</tr>
<tr>
<td>Utilize</td>
<td>Use</td>
</tr>
<tr>
<td>Currently</td>
<td>Now</td>
</tr>
<tr>
<td>Numerous</td>
<td>Many</td>
</tr>
<tr>
<td>Implement</td>
<td>Do</td>
</tr>
<tr>
<td>Assistance</td>
<td>Help</td>
</tr>
<tr>
<td>Facilitate</td>
<td>Ease</td>
</tr>
</tbody>
</table>
☐ 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       To
Is of the opinion that  Believes
At this point in time    Now
Due to the fact that     Because
With the exception of   Except
For the purpose of       For
Until such time as      Until
Referred to as          Called
The writer’s checklist

☐ Eliminate unnecessary words

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

☐ Avoid weakling verbs

Gave assistance to
Gave an explanation
Did the marketing for
Call your attention to
The writer’s checklist

☐ Avoid weakling verbs

Gave assistance to  Helped
Gave an explanation  Explained
Did the marketing for  Marketed
Call your attention to  Remind
Use adjectives carefully

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

Really?
Ban these words!

Relentless
Passionate
Superlative
Driven
State-of-the-art
Next-generation

Renowned
Nimble
Breakthrough
Cutting-edge
Flawless
Proven
Persuasive Writing Reading List

**On Writing Well**, by William Zinsser
Amazon link: [http://amzn.to/1N0LPiS](http://amzn.to/1N0LPiS)

**How to Write Anything**, by Laura Brown
Amazon link: [http://amzn.to/1UHt6P4](http://amzn.to/1UHt6P4)

**Everybody Writes**, by Ann Handley
Amazon link: [http://amzn.to/1N1lQrz](http://amzn.to/1N1lQrz)

**To Sell is Human**, by Daniel Pink
Amazon link: [http://amzn.to/1P0tPGA](http://amzn.to/1P0tPGA)
Want a consultation?

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