

# CATERWAUL

INKCAT MEDIA & ASSOCIATES • NEWSLETTER #1, VOLUME #1

Welcome to the first issue of Caterwaul, the newsletter of Inkcat Media & Associates. This inaugural issue introduces Inkcat in its new incarnation – an infrastructure that brings together the highest calibre writers, artists, and content experts to create innovative and meaningful newsletters, websites, and blogs. We hope you'll find this evolution as exciting as we do! For more information about Inkcat or for a free initial consultation, please see [www.inkcatmedia.com](http://www.inkcatmedia.com) or contact [marni@inkcatmedia.com](mailto:marni@inkcatmedia.com).

**Marni Norwich**

Executive Director, Inkcat Media & Associates



## WHY INKCAT?

### Professionalism. Innovation. Excellence.

Inkcat is run by progressive, talented individuals with integrity and heart. We offer our clients the best of our labours, and pride ourselves on our capacity for matching creativity and style with technical prowess. Writing, editing, consulting, and graphic design are our lives – we don't do this business on the side! We've done our homework, attended specialty schools, and have decades of combined experience working in the field of communications.

### Good copy begins with good listening.

At Inkcat, we pride ourselves on being fabulous wordsmiths and artists, but first we are excellent listeners. (Yes, we have taken courses on this, too!) We invite you to tell us – really tell us – what you want. If you don't know, we'll gladly offer our sage advice, but only if you ask.

### Writing "good"

Inkcat believes that good writing is concise and readily comprehensible. It flows from concept to concept, inviting the reader to engage with the material and really care about the topic. Good writing is selfless in that it cares more about being a clear conduit for expression than it does about being appreciated for its more esoteric virtues. It does not parade around in lacy dresses just to show off; it is beautiful in its own right.

### Quirky and Savvy

When called for, Inkcat is no slouch when it comes to being quirky and savvy (some would say "sassy") on the page. If you are seeking content with nip and claw, Inkcat is your cat.

# WHY HIRE A PROFESSIONAL WRITER/EDITOR/ GRAPHIC DESIGNER?

## • It's a material world.

Your website, newsletter, or blog is often the first introduction an individual has to your business. Offering crisp, eye-opening, error-free copy is like dressing right before a first date: it's rough justice, but in this realm, we're judged based on appearances (just as Madonna taught us).

## • Share the sandbox!

Have you been working obsessively to hone your skill as writer/editor/designer day and night for your entire adult life? If your answer to this question is "no", you may be as good as we are at these pursuits, but my bet is that you're far better at your area of expertise. Give us a chance to show off by leaving your communications work to us (plus, believe it or not, we love this stuff!).

## • Get to first base.

People notice good writing. Trust me, I hear about this all the time. They also notice bad writing. Fair or not, they judge a company or product based on the quality of its promotional material. (Yes, it's a crazy world.) If your promo is outstanding, you are already at first base with a lot of customers. 'Nuff said?

# PROACTIVE, PRODUCTIVE, AND PARAMOUNT

## WHY A BUSINESS NEWSLETTER IS INDISPENSABLE

*We all know that there are many businesses out there offering very similar products or services. With so many options, ultimately it's an emotional decision that guides a client to your door. People buy your product or service because they're drawn to you for some reason. A newsletter facilitates that emotional connection. It's a vehicle through which clients can get to know what you offer – and perhaps more importantly – who you are.*



• **Be a glove dropper** A newsletter, especially one that is provocative and creative, is like a glove dropped accidentally-on-purpose by a fair lady on her way about town. It will be picked up, appreciated, and adored, and will ultimately lead the finder back to its owner. A good newsletter will grab the attention of its reader by being fabulous. It will be tacked on a fridge or kept on a coffee table and enjoyed, because it is that good. It will send the invariable message to its readers that the business with the logo at the top of the page is worth thinking about. And damned if some of those readers don't find their way back to your door.



• **Hire an R2D2** We're all aware of the stats on how many times we need to make contact with clients in order to make a sale. A regular newsletter is like a handy robot-servant who does this vital job on your behalf. A newsletter can say a lot directly, but the undertone is simply this: "Business/Organization X is alive and well and ready to serve your needs!"



• **Apply some social (networking) grease.** Think about a time when you received a nice smile from an attractive person passing you by on the sidewalk. If they had walked by without smiling, you might never have noticed them. A compelling newsletter is promotional flirtation – a friendly gesture that draws folks hither. In cases where one has already established a client connection, newsletters are more than social grease – they're a significant way for a business to build and maintain its client base.

# Distinct, meaningful, and stylin'

## Inkcat newsletters: Copy with bite

Good business people know that doing good business is about making real connections. At Inkcat, we offer our clients promotional copy that does more than promote. Our newsletters offer compelling and inspiring perspectives on the world that cannot but galvanize readers to take action. Not only that, we have a sense of humour, and we're not afraid to use it. We believe that a good business newsletter is a vibrant work of art that spreads news about your company while it effects positive change.

## STUNNING REFLECTIONS

### How to make your promotional copy a vibrant statement on your business

Whether you're embarking upon the writing of your own copy or about to engage us in that task, the following project-specific questions are designed to inspire you to zero in on your vision for your website, newsletter, or blog.

Much like our faces, **websites** are unique to an individual or organization. In the manner that faces reflect character, the creation of a fabulous website requires some serious contemplation as to the overarching purpose of your business. And like the individuals who run them, every business, no matter how basic, has a deeper purpose. There may be hundreds of companies like yours, but there's a reason why yours is distinctive and why your customers love you. The best websites will accurately and readily convey the essence of the businesses they reflect.

The **newsletter** is the tabula rasa of the promotional family, and this makes it a very exciting and creative form of marketing. Unlike the website, which must convey company-specifics to fulfill its role, the newsletter is content-flexible artwork – a sales vehicle sent directly to known and potential clients. It provides an opportunity for you to communicate your intention – and market your business – in a manner as versatile and far-reaching as your imagination.

Enlighten your clients with educational content related to your organization, and regale your readers with business advice expressed in an engaging and articulate manner.

Choose from a range of Inkcat content options that will broaden, inform, and inspire your readers while promoting your product or service.

*Who said that newsletters have to be bland? The content of your newsletter can be as riveting, sensational, and witty as you like. As has been demonstrated time and again, good writing is good business.*

If we extend the family metaphor, we can describe the **blog** as the hippie child of the promotional family. The blog is a free-wheeling, opinionated, personal vehicle for expression. In a lot of ways, it is the "It" child of 21st century promotion: creative, zesty, and by design, highly original. Sky's the limit in the blogging realm: blog about your business or about life. Do it with style, wit, and integrity and your blog will sell your business because, like the greatest businesses, your blog will reflect the best of who you are.

Catnip



### Quotation & fascination

*There's nothing to writing. All you do is sit down at a typewriter and open a vein.*

~Walter Wellesley "Red" Smith

# Want Inkcat to assist with your newsletter, website, or blog?

## How to prepare:

Inkcat can meet your needs at any stage in your process.

If you're writing it all yourself and need a jumpstart, we can help you lay the groundwork for excellent copy that says what you need it to say.

If you want us to take it off your hands and do it all ourselves, give us the go-ahead and a deadline.

If you have content ideas and want us to incorporate them, send them on, along with any concepts you have around criteria, length, and images.

Who is the main audience for your website? Can you identify some websites you like? This kind of information can be used as a starting point in website revision and development.

Inkcat Media & Associates is proud to provide the following communications services for its clients:

- Writing
- Editing
- Consulting
- Design, layout, and typesetting
- Identity, logo, and icon development
- Illustration and photography
- Production
- Web content development
- Review of website goals
- Website user analysis
- Social media recommendations
- Wireframe and sitemap development
- SEO recommendations

For your business needs, Inkcat specializes in:

- Newsletters
- Websites
- Blogs

Inkcat also creates, edits, and arranges documents in a wide variety of formats. Please see [www.inkcatmedia.com](http://www.inkcatmedia.com) for more information.

## Ask Inkcat

*I have intermittent writer's block. Is this normal? Any suggestions?*

### Inkcat says:

Wisdom abounds on the topic of writer's block, precisely because it is so common.

Laurie Wordholt suggested encouragingly that "writer's block is a disease for which there is no cure, only respite."

"The only cure for writer's block is insomnia," is an oft-quoted gem attributed to Merit Antares.

As a veteran insomniac, Inkcat advises that the truth (as ever) lies somewhere between. While so much of the creative process occurs at the subconscious level and thus engenders pause, there is a trick to knowing when that comma has advanced into a full stop.

In this circumstance, Inkcat has found three actions helpful: physical movement, enjoying the art of others, and utilizing an alternative creative muscle. If these options aren't accessible, a good night of insomnia can be just the ticket.

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## Blogger cat

*Introducing Lateral Musings, the blog of Marni Norwich of Inkcat Media & Associates. Here, you will observe the Inkcat in its most natural environment. Read biting commentary on everything from the quotidian to the arresting – from dating atheism ("Can we just get this over with, already?") to aging artists ("You are 40, I keep reminding myself. It's a serious number"). Inkcat welcomes your commentary. <http://www.inkcatmedia.com/lateralmusings>*



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