

**“There is greatness and distinction in each of us. That power is embodied in the story we have to tell about our journey, our business, ourselves.”**

Whether you're an author or an attorney, a banker or a broker, a health professional or design guru, a Fortune 500 corporate executive or single-shop entrepreneur, YOU are the hero of your own unique story.

## GET IT IN WRITING.

Telling your story – clearly, concisely, compellingly – often defines the difference between standing up and standing out. Between spinning your wheels and winning your wings. Between you *talking* and people *listening*.

- **Once Upon a Time.**

Everyone loves a story. But a story is like a recipe. Having all the ingredients doesn't guarantee a fine dining experience. The success of your story lies in content...and how it's put together.

- **You Talking, Them Listening.**

Strong brand-defining content generates trust and value... and frees you to move forward with innovation. Trust, value, and credibility are generated by a clear understanding of the “what,” the “how,” the “why” of your business.

- **Having A Vision vs. Having A Voice.**

It's in the writing, of course. Our team will transform your thoughts, ideas and inspirations into info-products that will:

- Tell your story and showcase your expertise
- Increase your visibility, credibility and profitability
- Connect you with new prospects, new clients, new collaborations



Published author, lecturer, award-winning senior copywriter, veteran public relations practitioner and creative director for hire, CEO Scot Simmons has written and wrangled clear, concise copy connections and defined and redefined compelling brand identities for a list of prestigious clients, including:

Spectrum Brands	Redken NYC
Marineland-Aquaria	Financial Diligence Partners
Dairy Queen International	Space Maintainers Laboratories
24-hr Fitness	Mobil
Success Essentials	Smile Foundation
Prudential	Blue Cross of California
Appliance Therapy Group	Hartley Medical
United Pet Group	Design Center South
Baker Brand Communications	Dyer Consulting
ListedFirst.com	iFindable.com
Paul John Advertising	Deborah Morgan, CPA
Private Health Management	Mustang Marketing, Inc.
Nova Development	Omega Health Systems
Image Laboratories	Second Opinion
The Rader Company	Tri-Sports Massage Therapy
Tetra	Atlantic Dental Group
L.A. Music & Art School	Ventura Acupuncture Clinic
Kinamed Bio-Engineering	The Elevison Network

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THE SIMMONS GROUP

Custom Content for C-Suite Entrepreneurs & Executives  
**CLEAR, CREATIVE, COMPELLING**

“One good idea, one resonating concept, one premier piece of experiential wisdom or revelation can be purposed and repurposed to become a platform-defining one-sheet, a feature article (first of a series), a program of seminars, a video or radio script...or the first chapter of a book. **Your book.**”

### **One-Sheets**

**Your business card is not an all-access ticket.** You need more. Something that speaks to the bigger picture – the platform – that is you. When it comes to detailing the features, benefits, specialties and strategic approach of your business or book, a one-sheet is the “Swiss Army Knife” of branding, the one essential that can address all these needs...as well as all those needs you haven't yet anticipated.

### **Newsletter/E-Mail Campaigns**

**A personalized newsletter or e-mail series keeps you close, in-touch and attuned to your customer base.** It positions you as a THOUGHT LEADER...and can be repurposed for powerful social media outlets like Facebook, Linked-In and/or Twitter; and eventually transition as a chapter of that brand-defining book. It's that important.

### **Video/Radio Scripting**

**Whatever you're selling, it's all in the telling.** Online video and on-air radio are unquestionably effective ways to present and promote. Your script should exhibit continuity, confidence, purpose, *flow*. We can write it for you. We can brainstorm and design it *with* you. We can even create the whole package – words, pictures, production – from the germ of an idea to a gem of an audience motivator.

### **Ghostwriting/Manuscript Editing**

**There's nothing ghostly about it.** We are very much present in the process of transforming your story into living, breathing, results-driven content. We can write your book, e-book, article or otherwise from a voiced idea, handwritten notes or a computer file. Editing can run the gamut from simple proofreading to conceptual critique to in-depth rewrites. Bottom line: Whatever you need, we do the heavy lifting...you reap the rewards.

### **The SG Rocket-Writing Package**

**Just need that little extra push toward authorship?** To get you started, we'll work with you one-on-one, one hour per week for three months. We'll scope out, schedule and strategize your book – title, table of contents, content points and pointers, completion guidelines. We'll do it all in person or via phone and we'll integrate a solid accountability and support schedule to keep you on track. Three months later, you'll have a book proposal, introduction, and first chapter with which to decide your next exciting course of action.

### **Author Life-Support**

Depending upon which course of action you choose, you'll need to develop support pieces and promotional tools to support your efforts. We can help there as well.

Bios  
Blog Posts  
Feature Articles

Press Releases  
Website Content  
E-zine/Newsletter

Publishers Press Kits  
Interview Scripts  
Author One-Sheets

“My go-to person for any type of writing needed. His research skills combined with his depth of knowledge allow him to take on any voice, whether it's for B to B, advertising, speech writing... whatever the assignment.”

– **Gail Melikian**  
Creative Director

*Merle Norman Cosmetics*

“Scot is a serious professional and a consummate craftsman...with a vivid imagination, a refreshing sense of humor and a powerful creative vision. His commitment to excellence is such that I feel completely comfortable in hiring Scot for my own needs as well as referring his services to all.”

– **E.B.Hutt Bush**  
Founder / Managing Principal  
*Being Point, Inc.*

“A consummate professional and clearly an expert in his field. Let's face it – it doesn't matter how good a product is if people don't know about it, and that's why it's great to know that there are people like Scot to help people like me.”

– **Rob Veis, D.D.S.**  
President / CEO  
*Appliance Therapy Group*

Do it right. Do it *write*. Do it now.

**GET IT IN WRITING.**

**THE SIMMONS GROUP** • [www.simmonsgrp.com](http://www.simmonsgrp.com)

O: 818-865-8055 • Cell: 818-486-6390 • [scot@simmonsgrp.com](mailto:scot@simmonsgrp.com)