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## Good writing can increase sales

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In the next few months I'll use my 400,000th adjective in my work in the world's second oldest profession - public relations. About 1,000 adjectives per month for the last 408 months. (PR isn't as recession-proof as the oldest profession.)

Publicity is in my blood. My ancestors followed Moses out of Egypt 3,400 years ago. Ancestor Samuel Ben Hur The Levite, Moses' scribe said as the tribes of Israel found themselves between the Red Sea and Pharaoh's chariots, "I'll get you two pages in the Bible if you save us this time." I've never had such a high-profile client as Moses. Not many clients are of biblical proportions.

Good writing contains a variety of various parts of speech that, selected and suitably strung together, mold opinion and motivate target audiences to buy, call, join, write.

A news release must be so exciting that it quickly catches an editor's eye who'll either print what s/he receives or is inspired to assign the story to a reporter. I'll take either as long as my client's product or service gets real or virtual (online) 'ink.'

The best one to craft an effective news release for any medium is an experienced, creative writer who knows the business and product inside-out, yet is not so close as to be jaded. The owner of a company may be a good writer but can only use superlatives like 'fastest,' or adjectives like 'incredible.' S/he must stay focused on running the day-to-day business. The most important adjective of all is 'believable.' If the reader believes what they read about the product or service and is moved to make the purchase, I'm a success.

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